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ABSTRACT

Developed as the direct result of the August 1982, International Federation of Library Associations (IFLA) Seminar on Better Journals for the Library Profession held in Montreal, Canada, this report is designed to provide broad guidelines for the editors of library journals through an examination of the fundamental problems of editing journals for the library profession, with particular attention to the situations encountered by editors in the Third World. Following an introductory discussion of the background of the publication, the following topics are discussed: (1) Goals and Motivation; (2) Character and Contents of Journals; (3) Editing--Skill or Profession?; (4) Editors and Authors; (5) Printing and Other Means of Reproduction; (6) Administration and Management; (7) Recurrent and Special Features; and (8) Bibliographic Control and Copyright. The text is supplemented with four figures, 26 references are listed, and an index is provided. A description of the growth of an Australian library journal from its beginning as a newsletter, and a bibliography of 13 IFLA Professional Reports are appended. (KM)

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IFLA

International Federation of Library Associations and Institutions

Dietrich H. Borchardt

LIBRARY JOURNALS: HOW TO EDIT THEM
- GUIDELINES -

13

IFLA PROFESSIONAL REPORTS

IR 052 003

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International Federation of Library Associations and Institutions
IFLA Professional Reports, No. 13

LIBRARY JOURNALS
HOW TO EDIT THEM
GUIDELINES PREPARED FOR THE
IFLA ROUND TABLE OF EDITORS OF LIBRARY JOURNALS
BY
Dietrich H. Borchardt

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PREFACE

From the early days, after the coming into existence of IFLA's Round Table for Editors of Library Journals in Strbske Pleso in Czechoslovakia in 1978, there has been a growing awareness of the need for a publication to which editors of library journals, and particularly those in the Third World, can refer. Librarians, rarely if ever trained in the practices of journalism, are asked to take over or establish new journals and they find much difficulty in doing so when they live or work in areas isolated from sources that can help them to obtain the necessary information and expertise. As a result in many countries, even with the best intentions in the world of the editors, journals are found to be ill-produced, poorly edited, badly stocked with articles and news, and published with extreme irregularity. These are situations that hardly encourage readers to place regular subscriptions which would help to guarantee a financial basis for a journal.

Journals are the cement that hold together the membership of library associations. Without a regular and wide circulation of journals or newsletters how can members know the activities of the library association that are being undertaken on their behalf, or how

the members' subscriptions are being spent? How can they know who are the officers acting on their behalf or even how to join and pay subscriptions? So the journal is one of the most significant operations that a library association can undertake on behalf of its membership. Where it fails to appear, or appears irregularly or unattractively, it makes yet one more contribution to the weakness and ineffectiveness of the professional association.

IFLA and UNESCO together with most professional associations of librarians and information workers, have some ambitions towards encouraging national and local governments to establish coordinated library and information services and to move governments towards the identification of national information policies. Even before 1974 this was increasingly an objective of UNESCO and much of its work since then has been concerned with these objectives amongst its Member States. Successes are not readily apparent. One of the reasons may well have been that librarians and information specialists alone have put their professional zeal into this battle - though it should be equally the national concern of every scholar and researcher the world over. Librarians and information scientists must necessarily rely on their professional associations to provide strength for their case, but to achieve this the associations must be welded together and held together so that the common objective is understood by all. It is to this end that associations must have well edited and competently run journals through which individual members can find professional guidance and moral support.

Against this background the Round Table for Editors of Library Journals has been concerned from its inception to provide some expertise for librarians who are editors of library journals that they may improve their publications. With this objective in mind the Round Table organised a first seminar on "An examination of editorial practices from conception to the printed page" to follow the IFLA Conference in Montreal in 1982. A repeat, and development of it took place in Chicago in 1985. Useful and forward looking papers were delivered in Montreal and participants were much involved in subsequent discussions which led to clearer views of the basic problems and more apparent ways of advising how to overcome them. The RT's Executive Committee resolved to use these deliberations as a basis for a publication to which aspiring editors could refer. It described that the production of guidelines for editors of library journals would be a major project of the Round Table, 1983-1985. It is worth stressing that in reaching this recommendation the Executive Committee became aware that while there are numerous interesting and helpful texts on editing and publishing monographs, there appeared to be no similar work on editing and publishing journals.

Dietrich Borchardt, formerly Chief Librarian of La Trobe University, Victoria, Australia, and Foundation Editor of *Australian academic & research libraries*, and the first and very energetic Chairman of the RTELJ, was asked and accepted an invitation to produce a first draft of the *Guidelines*. The work of the Chicago 1985 Seminar was based on that first draft which proved most useful

in providing a focus. The Seminar, in turn, provided an opportunity for comments to be made and for criticism and gaps to be pointed out and in the light of these Dietrich Borchardt revised the text and produced the *Guidelines* in their present format.

This publication by IFLA's Round Table represents an innovative contribution to the broader field of the literature on editorial work and publishing practices. It is now placed before you as the Round Table's considered advice to potential and current editors. The Round Table hopes that these *Guidelines* will prove to be of use.

Russell Bowden,
Chairman (1982-1985)

1. INTRODUCTION

This book is the direct result of a Seminar on Better Journals for the Library Profession, held in Montreal in August 1982 under the auspices of IFLA.

The purpose of the Seminar was to examine the journals serving the library profession, to scrutinize their character and the manner in which they cater for the profession's need. Incidentally the participants discovered through discussion that there are steps which might be taken to improve such journals. Particular attention was paid to the problems that beset librarianship journals in the less-industrialized and economically underdeveloped countries, but the meeting did not over-emphasize that aspect of the professional journal literature.

The Montreal Seminar was not the first occasion on which editors of librarianship journals had met to discuss mutual problems. In 1972 UNESCO sponsored the first symposium of Editors of Documentation, Library and Archives Journals in Paris, and in 1978 that organization supported a second such Symposium in Berlin (GDR), immediately after the IFLA Congress in Strbske Pleso (Czechoslovakia). During the years that have passed since the Paris Symposium, IFLA's Round Table for Editors of Library Journals (RIELJ) has grown in strength and developed at annual meetings a programme of support for its members which culminated in the Montreal Seminar.

It is for many good reasons that the RIELJ is administratively part of the IFLA Division of Education and Research (VII) which comprises the Sections on Library Schools and other Training Aspects, Library Theory and Research, and the Round Table on Library History.

This administrative arrangement expresses very clearly the role of the journal literature in a profession. Not only does a journal provide the continuous link between the members of an organization, but it also contributes significantly to their intellectual development and technical improvement. Publication in printed form is traditionally, and will remain for many years to come, the best means of achieving these objectives. There appears to be no point, let us face it, in spending time and money on research unless the results of investigations are made known to one's professional colleagues. The close link between the RTELJ and the IFLA Sections on Education and Research and on Library History suggests that the publication of research into library services in journal form must be seen as an integral aspect of the promotion of library development.

The RTELJ has, of course, developed its own terms of reference which over the years have been refined and are now set out in the IFLA handbooks as follows:

- to promote the attainment of high standards in professional journals;
- to promote the free flow of professional communication;
- to provide a forum for the exchange of ideas on the contents, production and indexing of professional journals.

It is with respect to the first of these terms that the RTELJ decided to commission these *Guidelines* hoping that its thorough examination of the fundamental problems of editing journals for the library profession may be of help to all who are engaged in this

pursuit. It is stressed, however, that nothing is being said in these pages that is meant to be prescriptive or normative. There are no international or national standards for editing bar the necessary conventions regarding bibliographic descriptions. Certainly, the author of these *Guidelines* does not pretend to be a model editor or to be editing a model journal, albeit with the help of others. But his own experience and that of his colleagues in the RTELJ may be of use to new hands. No editor lives forever; younger colleagues must needs take over the helm of a journal how ever long established, and new journals are born from time to time - some will say too often by far.

The compilation of these *Guidelines* owes much to a number of colleagues but above all it has been influenced by the two UNESCO symposia which the author has been privileged to attend. Both meetings were of course based on the assumption that journals are an integral part of professional activities and though both were conducted in a relatively informal fashion the planners and promoters recognized that journal editors the world over have a great many common problems and that the editors of librarianship journals have, furthermore, many objectives and tasks in common.

It is instructive to look back briefly at the topics covered by the two UNESCO symposia. Somewhat abridged but without affecting essentials the topics were as follows:

- i) Improvement of editing and publishing by
 - (a) improving quality and contents of articles, news, information
 - (b) achieving greater uniformity in presentation
 - (c) reducing delays in publications of manuscripts
 - (d) improving distribution
- ii) Improvements of coverage of professional literature in abstracting and indexing journals
- iii) Promotion of international cooperation between editors - assistance to editors of journals in developing countries by
 - (a) improving contacts between editors
 - (b) publication in national journals of more articles by foreign authors
 - (c) organization of study visits and fellowships for editors
 - (d) maintaining permanent consultation between editors

- i) Cooperation between journals and their role in the implementation of the G.I.P. of UNESCO
- ii) Exchange of articles
- iii) Presentation of professional journals
- iv) Reviews as a means of disseminating information
- v) Abstracting, indexing and current awareness services - better international cooperation between primary and secondary journals
- vi) Promoting publication of journals in developing countries
- vii) International journals: cooperation between these and with national journals

As will be seen at once, the topics discussed at the two meetings cover between them practically the whole range of concerns which every journal editor has to deal with. The discussions that arose in the course of the meetings led to the formulation of a number of important recommendations both to UNESCO, as the sponsoring authority, and to the world of journal editorship in general. Some of the recommendations

have since been adopted or put into practice either by UNESCO or by IFLA - including the organization of the Montreal workshop - and the idea that somebody should set down guidelines for editors of librarianship journals, put forward rather tentatively at the 1978 meeting, is now being carried out under the aegis of IFLA.

The literature of librarianship is full to overflowing with assertions and wise comments to the effect that the quintessence of librarianship is communication. Many of us have gone to print, proclaimed from rostrums national and international, and drummed into our captive student audiences that whatever librarians may be doing is intended and designed to aid in the transfer of ideas and of recorded data. We are the handmaidens of all knowledge exchanges, the midwives of technological progress and, at the same time, the custodians of the records of mankind's total intellectual achievement.

Bravo - and let none of us forget about it! It is somewhat disconcerting and perhaps ironical that the library profession is not all that satisfied with existing performance in communication among its own members. Above all we seem to know rather little about the profession's information needs. There exists no serious objective study of the profession's satisfaction or dissatisfaction with its own journal literature.

To date there have been few attempts at analyzing the professional journal literature of librarianship. Much has been made in some quarters of the sharp criticism voiced by Eric Moon¹ - though the implied self praise broke the very point of his spear - and the more rational analytical examination by Herbert Coblans² which might be read to advantage as a more helpful guide. It is certainly not my intention

to criticize existing journals anywhere. As one who has been involved in the editorial processes of several journals as well as of books, I am only too aware that persons in glass houses must behave very circumspectly.

The contents page makes it sufficiently clear what this book is about. Yet it must be added, first of all, that in the context of this book librarianship is meant to include all aspects of the craft: pure and applied, theory and practice, documentation and reader services, library services for the young as well as for the old. Not one of these is being treated separately. What editing is about has little to do with the subject of the manuscript that is to be transferred to or translated into a printed page. Nor have I excluded from my purview those highly technical journals which in some countries carry the term Documentation on the mast head, and I have also bravely embraced the voluminous new literature on modern library technology. More importantly, perhaps, I have tried to come to grips with the ambiguities of the words "library journals" and "journals for librarians" or "librarianship journals". A "library journal" can be so many different things to different people. It can be a journal received by the Library in an institution as distinct from the same journal received by one of the research staff ("That's not his journal; that's the Library journal" - though strictly speaking one should of course say "the Library's journal").

Then again, a "library journal" may well be a journal produced by library for the use and consumption of its clients. There are the justly famous *Huntington library journal* or the *Harvard library*

journal which are concerned with the contents of the collections, their exploitation and the dissemination of information about it.

The only really correct way of describing the journals here discussed is to refer to them as 'journals on librarianship', or 'librarianship journals' or 'journals for the library profession'. The last mentioned term still leaves some questions unanswered and I feel therefore obliged to use the term 'librarianship' as our key word. It is to encompass documentation as well as all forms of librarianship in all categories of libraries.

Lastly I should add that without reflecting in any way on the competence of any editorial colleague anywhere, it is undoubtedly true to say that most editors of librarianship journals are amateurs. The relative importance of the two professions for our journals will be discussed in this book, but here it is important to note that this book is not specifically addressed to librarian editors in any country. However, the slightly greater emphasis given to librarianship journals in developing countries is intended to offer particular help where general economic conditions and the scarcity of sophisticated printing equipment pose sufficient obstacles to make the editing of a journal a great deal harder than in the technical, industrially and economically more developed countries.

2. GOALS & MOTIVATION

It is scarcely surprising that the library profession is well catered for by many journals of different types. As a profession largely dedicated to the concept of communication, it is only natural that its members have a penchant for writing and publishing. Whether this desire is more widely spread, percentage wise, among librarians than among other professional groups, has not yet been established, nor is it possible to produce a meaningful figure on the number of librarianship journals now in existence. Fundamental to this difficulty is the impossibility of establishing a commonly acceptable set of criteria for inclusion in such a list.

Nevertheless, several attempts have been made by FID to publish a comprehensive list of library science and documentation periodicals.³ The latest, fourth, edition appeared in 1975 but is already sadly out of date. It includes some 950 titles at the time of publication, and though the great international and national journals then in existence are still among the most important general media for the profession, many new titles have become established since then; some have surely proved themselves to be important general or special communication links, while some others may have ceased to appear.

The FID list excludes publications of purely local interest such as staff news bulletins, accession lists, annual reports of libraries and of documentation institutes unless these contain as a rule substantial articles on professional issues. The number of professional journals cannot be accurately determined because in the absence of

internationally agreed criteria for inclusion in such a list, everyone concerned will come up with a different count. This is well illustrated by the *Directory of library periodicals* compiled by Springman and Brown in 1967⁴ which though restricted to publications issued in the USA, lists no less than 800 serials while also excluding annual reports of institutions and accession lists.

It seems to be possible, however, to identify the number of categories into which these 1000 or more journals on librarianship and related topics can be classified. The simple reason for this is that librarianship and the professional interests of its practitioners are of necessity restricted. The variety of journals will be further discussed in another chapter; here it suffices to point up the broad categories in order to set the scene for what is to follow. There exists four main classes distinguished by the degree of subject specificity of the contents:

1. communication media which serve primarily the needs of an association and bring to the notice of readers administrative matters from association headquarters, professional committees and other organized groups whose activities are relevant to the profession, including correspondence from association members.
2. general journals addressed to all members of the profession, usually in one country or in one language, e.g. *Library Association record*, *Library journal*, *Australian library journal*;

3. relatively specialized journals addressed to those members of the profession who work in one type of library or whose professional interest is chiefly directed to one professional activity, e.g. *School librarian*, *Serials librarian*, *Information und Dokumentation*;
4. highly specialized journals addressed to a usually small number of professional members engaged in an area of professional activity which requires long practical experience and in-depth study, e.g. *Cataloguing Australia*, *Library history*, *Papers of the Bibliographical Society*.

Overriding these four groupings we can also distinguish divisions in geographical terms. There are international, national, regional and local journals on librarianship besides a great variety of in-house journals which are not intended to be of interest to anyone outside a relatively small number of employees of a firm or of an institution and which allocate more space to institutional management announcement and hatched-matched-dispatched notices than to theoretical discussions of library issues. It will not need spelling out that there may be cross-classification, that there exist highly specialized journals addressed to an international audience, and that some in-house journals try to bring to their readers an awareness of professional issues.

More importantly, the dividing lines are not permanently fixed. Some local journals have achieved fame well beyond their city's gates and thanks to astute editorial skills have managed to attract a

national readership. Others, designed to appeal to a large international audience, have failed to receive the kind of contributions which give them the intellectual and professional status they crave for; in most cases these journals are wound up when the readership sinks below a financial break-even point, or they alter direction as well as scope in professional coverage, or fall victims to take-over bids and change their character altogether. Some just fade away.

It remains to be added, with respect to the categorization of our journals, that any one of these may be sponsored by a professional association or it may be produced by a commercial firm, possibly for commercial gain but certainly with a view to being entirely self supporting.

Pointing out differences and making comparisons are interesting games. They do not help us unless we learn lessons from them. But such lessons must be based on a full understanding of what the population observed has in common, and it is unquestionably the emphasis on communication that interests us in this context. Librarianship is no more a purely academic or theoretical profession than engineering or medicine; consequently it is of interest to its practitioners how specific problems have been solved in other circumstances, how social conditions have affected the choice of remedies, how accepted principles and theories have been adapted to incorporate or apply technological developments not dreamt of at the time the problems first arose. Professional journals serve furthermore as a means for the testing of ideas and the exchange of views. Last not least they are expected to hold the profession together, to provide readers with

news about members, announcements of meetings and reports on the administration and management of the profession.

If we try and match these desiderata with the categories of journals set out above, it will soon become obvious why there is such a plethora of librarianship journals. Much of what has to be said about editing our professional journals is the direct result of or response to the wide and varied interests of librarians, their diffused concerns with all aspects of preservation and utilization of the records - written, printed and other - of mankind.

In order to provide a basis for the guidance of would-be editors, it will be useful to examine the characteristics of some of these groups and categories of professional journals and we shall begin with what is undoubtedly the most important group overall, namely those that are sponsored and maintained by professional associations, irrespective of whether they belong to the first, second, third or fourth category of subject specificity. Created usually to meet a well perceived need for a link between association members, they have often begun as a mixture between general communication media and a form of newsletter from the association's secretariat or head office. If some of the well established and renowned journals of our profession do not bear much resemblance now to their humble beginnings, this is simply due to high class editorship over many years and well defined publishing policy of the sponsoring association.

ASSOCIATION JOURNALS

It is probably true to say that few professional associations begin life with a total programme of future activities mapped out in

detail for two or three decades ahead. Nevertheless, most professional associations include in their constitutional objectives at least a vague reference to the enhancement of professional standards and the support of research programmes by members or groups of members. Quite properly this type of statement is taken, in the fullness of time as a justification, at times it is even looked upon as a mandate, to support a publishing programme.

That there is a need to establish contact between an association, as a corporate body, and the membership at large has never been doubted since corporate bodies have come into existence. In democratic societies at least, corporate bodies need to elect an executive committee whatever its official title, and the process of a democratic election system requires many basic forms of communication.

Our old established associations - the ALA, the LA (U.K.), the VDB, the CLA, the LAA, the NZLA - may now be so far removed, in time, from their origins that these early and sometimes trivial beginnings have been forgotten. For instance, most individual members of these national associations take it for granted that candidates for association offices are listed in the association's official organ or that a special communique is issued to all members to alert them to some forthcoming election. Our members find it difficult to imagine how an association election can be conducted without the publication of appropriate information - yet there are many countries where the library association though established under law does not as yet have the means to follow our example.

This is just one area of association activities which is well served by a journal or some other communication medium. As asso-

ciations grow in membership and demands for space in the journal increase, a second journal - sometimes in the shape of a cheaply produced newsletter - may be issued to serve a more clearly defined objective, e.g. a newsletter or a broadsheet the main purpose of which would be to bring to members reports on administrative actions or facts about meetings, office bearers, etc.. There is no rule and no precedent that could serve as a guideline regarding the priorities by which newsletters are established before or after an association journal has got under way. The determining factor is probably in all cases the availability of adequate finance. Comments follow in chapter 6 regarding certain aspects of the cost of producing a regular journal or similar medium of communication; here it will suffice to note that newsletters may well be an association's first choice since - as the term suggests - it is seen as an unpretentious means of fulfilling a prime requirement.

Besides, it should be borne in mind that the importance of newsletters rests in the 'here and now'. The data, notices and reports contained in them and which they are designed to bring to the awareness of members, have their greatest significance and value at the time of publication. This does not mean that they are of no importance at a later date: indeed, their historical value is unchallengeable and they form an integral part of an association's archive. But the individual association member is more likely to read the newssheet the day it is received and then throw it away instead of building up a file of them. It would be very wasteful of financial resources to spend more than a minimum on the production of this type of communication medium.

Some newsletters have been turned into a relatively sophisticated form of production, accepting advertisements (which produce some income but also demand a certain standard of production and better quality paper than most associations wish to provide for a newsletter), sporting fancy typography, etc. It is all very well for those who can afford it - but for those who can't it is important to realize that even a handwritten newsletter can serve the purpose.

The advances of modern technology have contributed a new dimension to the production of newsletters. Word processors, photo offset printing, computer printers and specially designed paper stocks enable an association office to proceed directly with the printing of a newsletter from an editor's desk (provided the editor has adequate typing skills). However, in this year of grace there are still few association offices outside the North American and European settings with access to such sophisticated machinery; furthermore, those who have this type of equipment are unlikely to need these *Guidelines*. If they do need them the printing process is, after all, but a secondary consideration in this book (see chapter 6).

Obviously, a journal may change in character. Some evolve from a newssheet into a full blown journal, while others already established as a journal proper, split like amoeba to form two new and distinct media. Such developments reflect the life history of the profession and of the subject matters of interest to librarians. They have taken place, in broad terms, in most professional associations in the English speaking world, and of course in certain other cultures as well. Nor has it stopped at that point. In so far as journals tend to follow the development of professional interests and sophisti-

cation - and not *vice versa* - it seems but natural that numerically strong associations will support a number of professional journals which generally address themselves to different interests among the members. We shall examine in the next chapter the effect of varying degrees of specialization on professional journals. Here we shall enlarge a little on what might be called the "official journal" of an association.

As has already been suggested, every association needs a communication medium to keep its members informed on where the association leadership is going, what its policies are and, of course, what is happening to the association's finances. Most democratically organized associations have an executive council or a board of management; frequently they have other committees as well to deal with specific aspects of administration and management. There may be finance committees, membership committees, committees to supervise professional education and committees to monitor ethical issues that may affect the profession.

In an active and professionally alive association these committees will be meeting at regular intervals and their proceedings and deliberations should be made known to all members of the profession. This can be done either by publishing a synopsis of the minutes or by a specially drafted release from the chairman or the secretary or some other person delegated to provide it.

In return the rank and file members of the professional association will see in the association's principal journal a means of bringing their views to the notice of all members and of the executive committee, and of other groups elected to establish and

execute policies. This is normally achieved through letters to the editors, or through articles on association matters.

It has happened at times that the editor or editors refuse to publish letters and contributions critical of the association's management. This is at best of times a mistaken policy and should not be practised except in special circumstances. An association that cannot bear criticism is generally in a bad shape and needs to examine its foundations and procedures. Occasionally such a refusal to give journal space to criticisms of the association's elected councils, boards, or committees, leads to a division of the ranks, the creation of an organized opposition and eventually even the establishment of a rival association and rival journals.

The lesson to be learned is, of course, that the association's principal organ must be at the same time the mouthpiece of the executive and of its subordinate groups and committees, and also the purveyor of the views of the membership at large. In reality there are probably few principal journals of associations that carry this idealised role into practice; nevertheless most association journals try to conform to this pattern.

These random comments may usefully be organized into a kind of systematic prescription of the minimum that an association's main journal should contain. Before addressing ourselves to that presentation it will be useful to set out systematically the reasons why an association should publish a journal. Five such reasons have been identified:⁵

1. To establish communications between the association as a body corporate and its members.

2. To make public the association's views on matters concerning the profession and the profession's role in matters related to its interests.
3. To bring to the attention of members advances in professional theory and practice.
4. To draw to the attention of members matters related to professional ethics, conditions of work, legislation affecting the well being of individual members and of the profession as a whole.
5. To provide a forum open to all members of the association to communicate publicly with each other and the association's committees.

There can be little doubt that these five points represent the principal reasons why an association would want to and probably should publish a journal. Behind these reasons lies the whole democratic traditions of the western world and what is now frequently referred to as "open government". Not surprisingly, therefore, each of these five reasons can be seen reflected in the type of material that is normally found in the established main journals of an association.

While there is no intention whatever to try and prescribe through these *Guidelines* what associations or editors should do, there are practical advantages in setting out some details of the material that should, in terms of the five reasons for publishing an association journal, be contained in such a journal. The following topics would form the types of communications which are minimal between an association and its membership:

- I (i) At least once a year: List of officers of the association, showing their professional affiliation, address, office held, committee membership.
- (ii) Reports on all committee meetings held since the last issue of the journal appeared, decisions taken by the association and its committees, messages to the membership at large, including advice about forthcoming meetings which in some cases may require a statutory period of notice.
- (iii) Financial reports should appear at least once a year and notices regarding dues and whatever other means the association pursues to fund its activities.
- II (i) The official statements and press releases by the association executive and other senior committees on professional qualifications, assessments, or qualifications and matters relating to the official (governmental) recognition of such qualifications.
- (ii) Statements on the relationship between qualifications and salary ranges in public service scales and other related salary agreements.
- (iii) Reports relating to professional activities at home and abroad, e.g. utterances by politicians on library matters, international library issues.
- III (i) Original contributions by members organized, if so desired, around specific themes identified from time to time by the editor.

- (ii) Reports of professional meetings at home or abroad with special attention to the needs of the association's own membership.
 - (iii) Occasional reports on special professional activities among members.
- IV
- (i) Comments and reports on legislation or agreements affecting the conditions of work of members, including socio-economic issues as well as professional problems.
 - (ii) Comments on the interface between professionalism and public duty and morality including censorship, freedom of information.
 - (iii) Limits of responsibility.
- V
- (i) Correspondence from members and where appropriate replies from office bearers or committee.
 - (ii) Notes on such other matters as may legitimately be classed as professional concerns and interests.

We have so far restricted this examination of the contents of general journals to those issued by a professional association. It remains to be added that most associations supply their principal journal free to all members, as part of the membership fee. Later on we shall examine the cost structure of journals; at this point it is merely significant to note that the whole concept of communication between an association and its members breaks down as soon as members have to pay for the privilege of being informed. That is, the membership fee must include the supply of the association's principal organ and communication medium.

COMMERCIAL JOURNALS

Many of the assumptions made in the considerations of the nature and purpose of association sponsored professional journals are quite obviously specific to that type of communication medium. However, there also exist well known journals which have no affiliation with any professional association or, at least, are not bound by such affiliations to meet certain conditions with regard to contents and coverage. For reasons hard to follow numerous librarians look upon commercially owned publication as being intrinsically improper, an interference with and certainly a danger to professional morals, and a possible seducer of professional virtue. It is difficult to follow their argument, since it is so often based on unproven assumptions.

There are many aspects of librarianship which are wholly dependent on the covert or overt support of the capitalist system, irrespective of whether that system is being manipulated by private hands or fostered and practiced by a government bureau. The whole development of mechanical information retrieval systems, for instance, would never have taken place at all if it had had to rely on the resources of professional associations. If the investors in such developments have also made some financial gain, they have done so at some considerable risks; there appears to be no case for moral grandstanding in the light of the benefits gained by all involved.

When it comes to publishing, few entrepreneurs would undertake lightly starting a new professional journal in any field unless there is some reliable evidence that such a journal will survive long enough to reach a point at which it will pay for itself. To make a profit out of a journal is, as every publisher will confirm, very

nearly impossible if the journal is to have a reasonable standard of appearance and be marketable. Publishers who specialize in journals will confirm that they are unlikely to break even unless they publish 12-15 journals in a related field so that the costs of production can be spread over several titles.

Obviously, therefore, no publisher would start a new professional journal unless there is reliable evidence that its survival is reasonably certain by ensuring that the following prerequisite conditions are met:

- (1) the demonstrated need for the new journal;
- (2) the adequate supply of contributions of quality;
- (3) the availability of editorial and management skills.

Insistence on the fulfilment of these prerequisites is, of course, not the sole prerogative of commercial publishers. These conditions should be uppermost also in the deliberations of associations planning to produce a journal of any kind. But associations tend to have other priorities and additional concerns than a commercial publisher which may, and often do, override the pecuniary aspects which may prevent a journal from being started.

It might well be claimed that if associations were to pay more attention to these three conditions, there would be fewer badly run journals and fewer financial difficulties in association treasuries. There is, in the simplest terms, only one test that will indicate beyond all reasonable doubt whether a journal on any topic is justified, and that is the number of copies sold. Unless a journal editor or publisher can be sure of selling enough subscriptions to pay for the cost of production, the enterprise will fail no matter

how excellent the contents of the journal from an intellectual, professional or aesthetic point of view.

Market research is not, as a rule, a highly developed skill among librarians. The profession tends to be passive in its approach to public relations as well as to services. This is not meant to denigrate it - how could I? - or to deny that there are scores of outgoing librarians who are drawing more and more readers into the institutions they are serving or who are in fact engaging in an activity that can but be described as 'marketing the library's offerings and services'. But a publisher will want something more reliable than an amateur's guess, however intelligent, to persuade him or her to undertake the production of a professional journal. Professional journals form a somewhat different type of reading material than, say, women's magazines or a weekly 'glossy' on popular engineering topics and problems. The fundamental difference is quite simply that professional journals are produced for a select clientele, are not readily saleable over the counter of a newstand and lack, generally speaking, any pictorial appeal. Few of them deal with food or sex - the best selling magazine topics since the creation.

There are many ways of conducting market research for a particular product and it is not possible to describe any one of these here. Suffice it to say that well prepared random sampling will have to be part of the method to establish whether there is enough interest among members of the profession to justify the production of a new journal. It would appear that in the English

speaking world and probably in Western Europe in general, some 600-800 subscribers will suffice to justify a professional journal of modest dimensions and design, to be sold at a price that can be affordable by members of the profession. We shall take another look at these figures in chapter 8 when considering the administration and financial management of a journal. Let us note here, however, that to sell 600 copies of a professional journal it may be necessary in some countries to coerce every librarian to take out a subscription - indeed there are quite a few countries whose library profession does not number that many members!

Closely related to the problem of sales is that of the supply of good quality copy. It is unquestionably true that in every profession there are more readers than writers - an observation which is neither startling in itself nor indicative of a situation radically different from that in the world at large. The catch is, however, that a professional journal draws its contributions mainly from the ranks of its subscribers. Interest in a subject can be passive, or active, on rare occasions it is both; that is merely human nature, but it has its effect upon a publishing enterprise that is directed for whatever reason at a relatively small clientele. Supposing a journal is to appear four times a year, each issue having about 64-72 pages; a supply of some 5-8 substantial articles would have to be guaranteed every quarter quite besides book reviews and some short notes to fill that amount of page space. Only those who have sat at the editor's desk waiting for copy to come in will know what that means. The commercial publisher will want to be reasonably sure of

his 20-40 solid articles each year before he commits himself to this undertaking.

It is, however, even more difficult to test the security of this supply than the certainty of finding subscribers. A test of sorts could be made by inquiring into or checking on the delay in publication experienced by the authors whose contributions have been accepted by existing journals. If there is a time gap of more than one year there are probably some reasonable grounds for contemplating a new journal so that reports on research and on practical experiences can appear more promptly and thus be more useful. This is by no means a reliable basis for assessment of the likely supply of copy, but it is probably better than mere hearsay and vague suggestions from interested but ill informed members. "Oh yes, the brother of a friend of mine has had to wait 18 months before his paper was accepted by the *xyz quarterly* and then he had to wait another nine months before it finally appeared in print." To this the only reply can be "Is that so?" for it proves nothing; it makes no reference to the quality of the article and tells less of the editor's reasons for the delay. And even if it was a good article (perhaps one should check on it?) and all the causes of the delay had been genuine and reasonable, it tells us little of how many more articles had been thus delayed and could or would have been placed in a new journal.

In short then, a publisher will understandably want to know how much is being published in the field by the professional community for which he may decide to produce a new journal. Those who support

the idea must be willing and able to supply the answer to these questions.

The third prerequisite, the identification of a person or persons with appropriate editorial and management skills, is certainly no less essential than the other two conditions which a publisher wants to see fulfilled before investing capital in a new journal. There are, however, fewer problems in this aspect of commercial journal production. If the publisher is genuinely keen on the proposal to establish a new professional journal he may well bring in his own management skills - be it through his own person or through one of his employees - and be content with finding a professional who is interested and knowledgeable in the field to serve as editor whose task it will be to attract copy, to set it and correct it where necessary and prepare it for the printer. These matters will of course be fully discussed in chapter 4, but it is strongly emphasized that an editor makes or mars a journal and no responsible publisher will proceed with a new professional journal before an editor representative of the profession has been identified and bound by a contract.

3. CHARACTER & CONTENTS OF JOURNALS

In our previous discussion of the typology of librarianship journals we distinguished four main classes which were differentiated on the basis of their specificity in matters professional. After the general discussion of association sponsored and commercial journals we will now examine in some detail the categories of journals in existence and what conclusions can be drawn from such a review.

It may be trite to assert that he who pays the piper calls the tune, but it would be foolish to assume at any time that journal editors are wholly at liberty with regard to what they may or may not publish. In the last resort, editors will want their clients to continue their subscriptions - they will therefore publish at their peril anything that might alienate the clientele. It remains open to debate at what point editors become servile promoters of ideas other than their own and where their convictions, professional and others, should not be sacrificed for some yet unknown reward.

The purpose and special responsibilities of an association sponsored journal have been spelled out in the preceding chapter, but the emphasis has been placed on the association's main communication medium. There are, however, quite a number of library associations who sponsor more than one journal and it is interesting to note their variety and degree of specialization.

The nature and organization of a country's library resources will be automatically reflected in the professional interest groups that make up the library association or associations. These in turn will be articulated according to the specific interests of their members.

The association's main journal and its companion newsheets, broad-sheets, or whatever these ephemeral news medium may be called, are obliged, as has been shown in the preceding chapter, to cater for the general interests of members and should embrace the length and the breadth, as it were, of the professional grid. Such a grid consists of the cross currents that are evident when professional specialization is applied to the several categories of library services where it is practiced (Fig.1.). A journal like the *Library journal* - a commercial enterprise and trying to bring material of interest to someone in the profession all the time - does contain articles on all aspects of the profession and is therefore likely to be available in most types of libraries. Its symbol (Lj) has therefore been listed in every section of the grid. By contrast, the *Library quarterly* (LQ) contains mostly articles of interest to the larger academic and research libraries, and its symbol has therefore been set into some appropriate squares only. The same applies to the *School librarian* (SL) and to the *Law library journal* (LLJ), and so forth.

Fig. 1. Professional categories

	Acquisition			Cataloguing			Lending		Reference		
	Lj	LQ		Lj	LQ	LLJ	Lj		Lj	LQ	LLJ
National or State Libraries	Lj			Lj			Lj		Lj		
Public Libraries	Lj			Lj			Lj		Lj		
School Libraries	Lj		SL	Lj		SL	Lj	SL	Lj		SL
Academic Libraries	Lj	LQ		Lj	LQ	LLJ	Lj		Lj	LQ	LLJ
Research Libraries	Lj	LQ		Lj	LQ	LLJ	Lj		Lj	LQ	LLJ
Special Libraries	Lj		LLJ	Lj		LLJ	Lj		Lj		LLJ

Historical records show that as association membership grows, so will grow the demand for journal space for specialized articles. The grid illustrated above (Fig.1.) shows eleven distinct interest fields which provide at least sixty major aspects of professional endeavour. There are many good reasons why even a monthly journal of 80-100 pages per issue would find it difficult to cater for so large a variety of interests. Among these reasons are the difficulty of finding a structure of editorship which would be able to evaluate the manifold of contributions on a uniform basis; consequently a rotating allocation of space may have to be devised with all the inherent difficulties of finding a spot for an unexpected superb article or, by contrast, how to fill a gap when an allocation of space cannot be filled by a quality contribution. Another important reason for shying away from the ideal mammoth journal is that its cost of production would be very high and consequently its price may well be out of reach for most librarians. An examination of existing journals shows that none of the major librarianship journals have tried to join the mammoth league. Even the *Library journal*, in spite of its endeavours to be all things to all librarians, does not make a genuine attempt to do more than please some folk some of the time. Let us remember that even this is a fine achievement.

Further comment on international journals of librarianship will follow later. Here I shall deal with the characteristics of journals specific to various professional interests and concerns. Quite obviously, the professionals in any one of the six categories of libraries listed in Fig.1 will normally be preoccupied with the

theoretical and practical issues peculiar to their tasks. A librarian in the national library will have to cope with problems entirely different from those likely to beset his or her colleague in a school library. It is stressed that this difference relates to professional matters and that it is not suggested that the professional person in a school library is intrinsically different from that in a national library.

From this it follows that once there exists a sufficiently large body of librarians in the various categories, a specialist journal will be needed to meet their professional demands. This situation is best illustrated by the great variety of journals that now appear in the USA, and particularly in the area of special librarianship. There are journals related not only to every type of library service but also on every aspect of librarianship. The ALA sponsors close to 50 journals and serials (it depends on what is included) ranging from the generalist *American libraries* to the very specialist such as *Library technology reports*, and from library category oriented *Public libraries* to newsletters addressed to quite narrow groups such as the Junior Members Round Table.

In Australia, where the profession of librarianship has not been organized for as long as the ALA and where its membership counts only about one fifth of that of the ALA, there exist now six journals covering the general needs of all members, and the respective needs of special, academic and school librarians. Though there is a lot of public and professional concern with municipal public libraries, there is no professional journal that specifically addresses that library category's problems.

If this comparison illustrates anything it is that it is wrong to force the pace at which a journal develops. Many of the famous ALA journals started off modestly and grew slowly into respectable and influential media. Some have done so in my time - the past 30-40 years -and none should feel that there is an inherent quality in the mere number of journals that are sponsored by an association.

Besides, let it not be overlooked that there are hundreds of library journals in North America which have not been begotten by the ALA - and among these there are some of the very best, e.g. *Library quarterly*, *Drexel library journal*, *Journal of academic librarianship*.

The sheer number of North American English language journals concerned with librarianship and library services may make it appear to be redundant to comment also on the European professional scene. Yet those published in the UK are, of course, also written in English and a number of journals produced on the European continent often contain contributions in English in order to attract a wider readership. All of these form a significant portion of the world literature on librarianship. The difference in approaches to library services between these many national groups is intrinsically interesting and constitutes a rich source for the student of comparative librarianship.

It is difficult to describe objectively and briefly the essence of the differences between what we might call 'national systems'; experienced librarians are well aware that even though the English language provides a common ground, British and North American views on many specific aspects of library services may be worlds apart. Still greater differences can be readily observed between the two

Anglo-Saxon systems and the continental European approaches even though the Scandinavian and the modern German trends are close to the former. Journals originating from the Socialist world are readily distinguishable by their dedication to the social issues underlying all aspects of library services. This hallmark is evident not only in the treatment of library history and the frequent stress on the theoretical and socio-political functions of librarianship but also in the socio-political approach to the evaluation of every professional activity.

Other European countries have other distinguishing marks. The British and North American approach to public library services is rarely found in the librarianship journals of Italy, France and Spain where articles on the preservation and conservation of the cultural heritage represent a large portion of the contents. The German literature shows a greater affinity with that of the English speaking world than do other European language groups.

Too much must not be made of this and these comments should not be construed either as criticisms of national or ideological stances or as representing hard and fast character traits, either national or professional. They are intended to serve as pointers to illustrate variety in the literature of librarianship. Tomorrow, the scene may change and this crude attempt at a typology based on some vaguely preconceived national characteristics may be completely upset by the appearance of a new line of approach to say public library services in France's *Revue des bibliothèques*.

We are, obviously, on safer ground if we restrict such typological studies to the professional content of our specialist

journals. As far as I can ascertain, the editors of these specialist journals appear to cooperate but rarely with each other at an international level. A certain degree of competition appears to govern selection for inclusion. At national levels, some form of cooperation exists in some countries where an editor of a journal on school librarianship may refer an article on joint serial controls to a journal for serials librarians as a more appropriate venue.

This raises a very common question: where do concerns with general librarianship and library services end, and where do the specialists move in? It would be wrong in principle and self defeating as well if editors took too narrow a view of the specialized nature and objective of their journal. The establishment of a joint serials control service, to come back to the example already referred to, is not a problem or a project of interest and concern to serials librarians alone. It is at times also an administration matter, and if the article in question is based on school librarianship - it may have arisen from a project designed to achieve centralized and more economical controls in a state education department - it is certainly of importance to school librarians in general.

Perhaps it would be wise to consider the journal readers - they tend to be overlooked all too often in this kind of discussion and examination of the library literature. The point I have in mind is this: given the limited number of hours librarians can spend on professional reading, where are they most likely to find, without searching, that article on joint serials controls? What is important in this context is the notion of that article being discovered

accidentally, so to say, for it is assumed that if the article were 12-18 months old a librarian seeking information on the whys and hows of joint serials control would search through the appropriate indexing and abstracting services and, with luck, find it listed. This is not the point here, however. Here we are trying to look at the busy librarian who is methodically looking through the new issues of librarianship journals that have arrived on his or her desk. In the fictitious case before us, it would seem to me that a journal on school librarianship would be the more appropriate venue for that particular article on joint serials controls. One of the obvious reasons would be that, as already suggested, the subject matter is primarily one related to management; if the head librarian of the school reads it he or she will certainly draw it to the attention of the school's serials librarian (if there is one!). Another good reason for publishing it in a less specialized medium is that it will be seen by more people who ought to know about the problem, rather than by those who may well be already aware of the basic issues involved.

These arguments may seem insignificant or even footling. Yet though simplified in this context, they ought to be and probably are, in the mind of most editors when confronted with a publishable manuscript.

INTERNATIONAL JOURNALS

To complete this comparative survey of librarianship journals some comment must be added on the few truly international periodicals which have so far emerged. The paucity of international journals on

librarianship is perhaps not surprising. Only three titles come immediately to mind: *Libri*, *International library review*, the *IFLA journal*. The now defunct *Unesco bulletin for libraries* which became the *Unesco journal of information science, librarianship and archives administration*, does not seem to have attracted a sufficiently large number of subscribers and in spite of a face lift the new *Unesco journal* ceased publication in 1983 when UNESCO had to impose very strict economies to fulfil pressing commitments. A new venture, *Library times international* has recently bravely raised its flag; it is far too soon to include it in this survey. Its subtitle ('World news digest of library and information science') suggests that it will concentrate on the reporting of events and facts rather than try to attract original contributions on librarianship and library services

A definition of an international journal - at least in the field of librarianship - might be simply that of a journal serving more than one national library scene. On that basis, some editors may claim that the larger North American journals are serving both the United States and Canada. However, their claim to be international would seem rather pretentious; despite the well known differences, the North American scene is distinctly homogeneous and the pattern of close cooperation that has developed between the ALA and the CLA would be jeopardized by such excessive claims. However, given the high international reputation of some national journals, e.g. *Library quarterly*, *Library Association record*, one might ask whether serving more than one national scene is an adequate characterization of an international journal for librarianship.

A more appropriate definition would surely be one that is based above all on professional policies and contents. It seems obvious that these must specifically include the examination of professional concerns at a supra-national level and of theories and principles of librarianship independent of the influence of local conditions and national political bias.

International journals on librarianship will, therefore address themselves to library problems in all countries where the profession is active, and contributions will come from many different national groups whose authors can offer contributions worthy of publication.

Comparative studies may well seem prime candidates as topics for international journals in librarianship, but it should be noted that the mere juxtaposition or *pari-passu* treatment of library practices and services do not constitute essays in comparative librarianship. More extensive comments on this important issue can be found in *Growing up by comparisons*⁶; it certainly is of importance for all editors and would-be contributors to international journals on librarianship.

Of course, concern with national issues is not only proper but should have precedence in national journals. This is not meant to imply that a British journal on librarianship should not contain articles on libraries in France, Germany or Australia, but there will be a tendency for such articles to examine library issues in other countries from the point of view: what do their problems mean to us? Comparative librarianship is, we repeat, a quite distinct field. Papers on this topic can be found in many journals but unfortunately too many writers fail to see the need for drawing some

conclusions from a comparison of different practices in different countries. Quite a few also fail to identify the cultural or social causes for such differences. Consequently many such papers are irrelevant, boring and often unreadable.

International journals of librarianship should perhaps be especially concerned with comparative approaches. There is plenty of scope for serious and well balanced contributions in this field and an examination of the contents of *Libri*, of the *International library review* and of the *IFLA journal*, reveals indeed that a fair proportion of articles deals with this topic or, at least, treat problems of librarianship from a point of view that allows comparisons to be made.

The other hallmark that distinguishes international journals from national ones is that their consultative or editorial boards are usually made up from senior members of the profession in numerous different countries. The role of editorial boards is discussed in chapter 7, but here it is stressed that wide geographical representation on the editorial board will help editors to evaluate contributions from countries with the library scene of which they may be less familiar.

While *Libri* and the *International library review* are prestigious and well produced journals, backed by academic publishers of considerable standing, the erstwhile UNESCO sponsored journal was an official organ of a world organization dedicated to international understanding, intellectual cooperation and the transfer of information. *The UNESCO library journal* tried to provide a variety of services all at once, such as offering information on current publications and on exchange arrangements, book reviews, and some

articles on librarianship in developing countries, etc. However, *Libri*, the *IFLA journal* and the *International library review* tend to be more concerned with practical and theoretical problems rather than the newsy items that used to fill the pages of the *UNESCO library journal*. If there is a lesson in this, it is probably that at the international level solid professional contents will attract and retain a larger readership more easily than chit chat about institutions, people and publications which will be known only to a small proportion of the readership and whose appearance on the world stage is usually fleeting.

Editing an international journal of librarianship requires obviously special skills among which multilingualism and diplomacy rank very highly. *Libri* and the *IFLA journal* will accept and publish contributions in English, French and German. The editor should be able to read and write two or more of these vernaculars if he wants to maintain a body of international authors. *The International library review* publishes only in English and contributions in other languages have to be translated or delicately edited if submitted in inadequate English.

As for diplomacy, most librarians acquire a fair competence in this field during their early training and those who have been in charge of large institutions will have learned to deal with complex situations at least at the institutional and probably also at the national level.

CONCLUSION

If there is one lesson to be learned from these observations it is surely that sponsors of journals and their editors must decide

what type of periodical they want to produce, to what readership it is to be addressed and how it is to survive in a world of high production costs. This last mentioned problem will be further discussed in chapter 6. Here the emphasis is on the decision to opt for one type of journal and the need to restrain any editor who cannot or will not stick to well defined boundaries.

These boundaries are, of course, not derived from an impersonal natural law, but are the result of very human decisions. All the more need, therefore, to spell them out or delineate them clearly. In other words, every journal should contain or make available on request, an unambiguous statement about its professional policy and the topics on which it is prepared to publish.

Commercially sponsored journals play in a different ball park but since their revenue derives not only from subscriptions but also from advertising, the temptation is there to spread the professional jam over many slices of bread and butter. Unfortunately this is not likely to produce the desired result. The professional jam will soon become so thin that subscription will drop on account of the absence of some true (professional) flavour.

It would be invidious to mention the names of journals that have offended or are offending against the canons of good practice that have been indirectly suggested in this chapter. No doubt, time will reveal the true believers while others will fade away - or change their practices.

4. EDITING - Skill or Profession

So far we have mainly been engaged in examining the broad scene of professional journals and have described the wide variety of serials that contribute to the vitality of the profession. Everyone of these one thousand or more journals has at least one editor, some have two, three or more, responsible for the selection or promotion of articles and the production of every issue. If there is one characteristic they have in common, it is that almost of them are "professional librarians". It is of course a tautology to speak of "professional librarians". A librarian is by definition a professional person who has gained appropriate qualifications in librarianship and who is recognized or registered (or chartered) as a librarian. It would be equally tautologous to speak of a medical physician or a legal solicitor, or a professional barrister, etc. This fact needs pondering, because while all librarians are professionals, there exists until now no professional register of editors. This may be regrettable and it may have its effects on the journal literature of many professions - but in this context it leads us to examine what qualities we are looking for in our editors of librarianship journals.

VERBAL COMMUNICATION

It is a common complaint among older members of all professions that the qualifications of succeeding generations are wanting in one respect or another. Among the faults seen most starkly by the mature librarians of the third quarter of this century, none seems to stand out as clearly as the lack of verbal facility among the young or

younger. This problem was clearly identified at the Montreal Seminar and much deplored by all present though the average age of the participants was low enough to prevent the meeting being classed as a gathering of old hands deploring the outrages of the next generation. Whether wholly justified or not, the view of many editors of quality journals appears to be that the contributions they receive are wanting in clarity and elegance of expression. They make this judgement on the basis of their own skill in handling their own language; it is of course another question whether anything can be done about it, and if the answer is yes, who is to do it. Should journal editors be willing and able to do something about this? The evidence before us confirms that not enough is being done about it at the proper level and that too many jargon riddled and mysteriously worded contributions are being printed in too many journals and that there is a sad lack of precision and linguistic discipline among the professional authors of our time.

Suggestions were made at the the Montreal Seminar that schools of librarianship should busy themselves more formally with the improvement of writing skills among their students. It is recognized however that librarianship students and young librarians are not substantially worse than aspirants to other professions. The problem cannot be solved by or within one discipline and it is up to the universities and colleges to remedy what has been botched up in the secondary schools. It may be little consolation to English readers that the same complaints about the partial illiteracy of the younger generation are voiced in other West European societies too, but it may help us to understand the difficulty as the social problem it is. Language and linguistic expression are at once factors and

products of social stances and conformity in itself is not a cardinal virtue. At the same time it cannot be emphasized enough that confusion and misunderstanding are fostered by confused and illogical communications. If we want to be understood we must adhere to logical structures in our written exposition, and preferably of course in our oral communications, too.

Be that as it may the problem remains with us for the present and if our librarianship journals are to be improved in all respects, their editors must insist that contributors write clearly and meaningfully. To this end, the editors themselves must be able to distinguish a good literary style from a bad one and they should themselves be able to set an example in good communication.

It follows that editors of professional journals in librarianship must have the ability to write clearly and unambiguously. He or she must be able to set down professional ideas or comments about them so that they can be readily understood by the readers to whom the journal is addressed. However much we may stress that writing ability and a deep awareness of the use of the written word is an essential prerequisite in an editor, we always seem to include the notion that it is in respect of the professional literature that these generalities are seen and demanded. Not surprisingly, it is a general consensus among leading spirits of many diverse professions that only those who know their subject intimately can speak or write about it clearly. It looks therefore as if we are best off with the amateur editor who is a first class librarian.

PROFESSIONAL EXPERTISE

There are other considerations. If the personal qualities of our librarian-editor do not as yet include communication skills in editing, it is probably right to assume that a really competent librarian can acquire such skills relatively more easily and quickly than a journalistically gifted person can acquire a thorough mastery of the theory, principles and practice of librarianship.

The point here raised has its roots deeply in the history of our profession. Wide reading and conspicuous ability to write on learned topics have as recently as 100 years ago been the main criteria for appointment as curators of book collections. Indeed, quite frequently learned editors of books or journals were given appointments as "librarians" in institutions dedicated to the pursuit of academic research because that position, it was believed, would enable them to have time and bibliographic resources to further their editorial activities. The appointment as "librarian" was in the true sense of the word a sinecure - they did not have to care for anything except what they most wanted to do. Regrettable as this may seem in retrospect, it lent, at the time, an aura of academic respectability to the head of a 'library' which is not always identified with that position in our time. Leibniz, Lessing, Porson, Bentley and many others were great scholars and literary giants in their time; they would not normally, I believe, be appointed to head libraries now, though instances of this strange tradition can still be found in some countries.

It will not help us to pursue this argument here. Suffice it to say that scholarly and high professional attainments in librarianship

promise a better guarantee of editorial skills than mediocre professional performance, if for no other reason than that they reflect intellectual capacity and ability to communicate.

An integral part of those criteria is the use of language and reference has already been made to the apparent decline in the ability to write clearly. At the practical level, this presents the editor with what appears at first sight as a simple remedy: he may, if he has the time, correct a contribution before allowing it to be included in his journal. Obviously, this opens up a can of worms and we must consider the consequences of such editorial practice before recommending it. We shall presently turn to this issue but let us first say a little more about editing itself.

It may appear trite to note that what distinguishes a journal from a monograph - quite apart from the bibliographic distinctions about which librarians learn so much in the professional schools - is the variety of intellectual fare contained in every issue of a journal. Even though many professional journals concentrate on a relatively narrow aspect of the profession's interests, they tend to offer a variety of fare on different albeit broadly related topics. Only an editor well versed and well read in the professional literature can pass the necessary first judgement as to whether a contribution received is worthy of serious consideration for inclusion. It is precisely this characteristic of most journals which offers a challenge to the editor, both from the professional as well as from the journalistic point of view.

CHOICE

Enough has already been said about the professional issue and we shall come back to it in a tangential fashion when considering the relationship between editor and author. Assuming that the contributions received meet the editor's professional standards, it still remains to be decided which one should be included in the current issue, i.e. the one now being prepared, and which should be held over for a later issue. This obliges the editor to decide and maybe openly declare why one should be held over and others not and when anyone should appear in print. This decision may be grounded in journalistic as well as professional reason.

The composition of a journal issue depends, of course, on the contributions received be they solicited or sent to the editor "on spec". Some editors prefer to structure each issue of their journal around a certain theme, a practice well illustrated by *Library trends*. In such a case it is not uncommon to have a guest editor appointed whose knowledge and experience of the special field to be covered by the special issue is sufficiently outstanding to attract high class contributions and to guarantee the success of that particular issue. Other journals resort to this practice only on special occasions, and most journals never embark on such a scheme.

Indeed, most editors prefer to present to their readership a mixture of topics so that all subscribers receive more articles of interest to them. This is a quite reasonable approach, if for no other reason than that if a journal is to survive it must offer an acceptable fare to all its subscribers sometime. It applies to association sponsored journals as much as to commercially run

journals, and it is the responsibility of the editor to ensure that this tenet is observed.

The prescription may have a variety of effects on different types of journals. Though the variety of librarianship is wide, the aspects and topics that lend themselves to serious discussion are not unlimited. An editor may therefore not be able to exercise an unrestricted choice: the same subjects will be discussed again and again, and the editor may have to decide when the time is ripe to reopen the debate, or whether the contribution received constitutes a new approach to the old question or is merely raking over the old coals.

The greatest danger to the intellectual level of the debate is the contributor who insists on telling how well the issue has been resolved at his or her library. Editors must always be on guard against this approach because it contains two dangerous pitfalls. One is that without elaborate cross checking the truth of the story is hard to assess. The other is that it leads inevitably to the submission of other accounts of events in other libraries and in all too short a time the journal contains nothing else but what-we-do-good-at-home articles, none of which contribute one iota to the professional development of the readers. For whether we like to admit it or not, editing is in the long run an educational task. Editing should after all help authors and readers to gain a wider vision of their professional world and draw them away from being self-satisfied. The educational task of editors should always remain high on the list of priorities.

EDITOR AS EDUCATOR

It appears, then, that the editor has a great deal more to do than sit back in his editorial swivel chair - it must be a swivel chair because he must be able to turn very quickly from one direction to another to ward off the many arrows of criticism that are constantly shot at him whatever he may be doing or deciding - and calmly read the articles submitted to him. Well may he smile approvingly on this one and growl in despair like a hungry lion at the inadequacies of another; he must have well established criteria if he wants to escape from those sharp arrows behind a shield of acceptable defences. What are these criteria - obviously, they are criteria for inclusion and exclusion - and how are they established?

It was pointed out that the purpose of professional journalism is professional communication, and it followed that precision of expression would be an important criterion for the editor of a journal. It was also noted that there must be some genuine substance in the contribution to be included, and it followed that depth of professionalism would be another very important criterion which the editor will want to observe as part of his selection policy. Thirdly, there is the problem, also already hinted at, of choosing between general and specialized contributions, a choice not restricted only to the omnibus-type of journal but also to those journals dedicated to a specific aspect of librarianship.

Obviously there are degrees of perfection, if not in these criteria themselves, then at least in the manner in which they are applied in practice. A brief enumeration of the elements that make up each criterion will demonstrate that there exists a wide range of

usage between the simple adherence to standards and a sophisticated treatment in terms of language, professionalism, and specialization. The following listing will show what can be involved, and certainly what should be looked upon as minimum levels of quality:

Language - simple sentence structures; use of ordinary words and phrases in preference to technical jargon; well organized paragraphs; avoidance of irrelevant similies and comparisions; adherence to the rules of traditional grammar. Quality will depend on the range of the vocabulary, the presentation of ideas, the sophistication of the rhetoric.

Professional calibre - conformity with accepted theories and principles is essential; new ideas to be proven in terms of logical extensions of the former; practical problems to be treated as the applications of universally accepted tenets; avoidance of special pleadings to explain human inefficiency and fraility; statistical data to be presented in a meaningful and relevant manner.

Professionalism - a basic level of professional education to be assumed among the readership addressed, as well as a genuine interest in professional activities. Local and social professional matters to be kept to appropriate association media. General professional journals to be addressed to the general professional reader, i.e. contents to cover many different aspects of library services avoiding highly technical details as much as

"talking down" to readers; where appropriate, however, the finest detail of professional work should be spelt out, proven to be applicable, correct and useful. Local (national) significance to be shown to derive from theoretical discussions.

In fact few contributions will measure up to a level of supreme excellence with respect to any of the above selection criteria. Nevertheless an editor should normally endeavour to have high standards met, bearing in mind at the same time that readability may vanish if contributions are completely freed from impurities. A journal may even become dull if its contents are overrefined.

These criteria of excellence should be the criteria for the choice of contributions to journals and it may help if we set them out in the form of a matrix that will show an increasingly sophisticated mix of qualities for different types of journals:

If linguistic expression is denoted by L, professional calibre by P and specificity of topic by S, and if intensity or quality is marked on an ascending scale 1, 2 or 3, we get the following matrix with the obvious variations in the possible combinations ranging from the simplest communication medium such as an association's newsletter to a highly specialized and sophisticated journal such as the *The journal of documentation*:

	L1	L2	L3	Highly specialized professional
Professional				
Associations' Newsletters	P1	P2	P3	journals on, e.g. cataloguing,
	S1	S2	S3	reference services, computer applications

What matters in the long run - from the marketing point of view - is the mix and internal consistency of a professional journal. There are levels of linguistic expression, professionalism and specialization below which no journal should be allowed to fall.

Besides the effect of the mix on the appeal to readers - and thus directly on the journal's subscription income - the editor's manipulation of the contents of his or her journal will also affect the standard of librarianship. It has already been suggested that the editor may have to choose from - we hope - an ample supply of contributions. The choice will affect the professional image and influence the thinking of others. The changes and corrections which the editor may request from an author should be designed to improve one or more of the levels of L, S or P so that the ideas put forward are better understood. This, it is argued, is the educational function of the editor.

Obviously, while its direct or indirect effect is always noticeable on the consumer there will be many instances where the educational process is directed quite specifically at the contributor. It is important that the conscientious editor act without fear or favour when a contributor has failed to attain the standard of writing which the editor expects in his or her journal. By the same token, the professionally motivated contributor - i.e. the author who genuinely wishes to make a contribution to professional thought and practice and is not solely interested in seeing his or her name in print - will harken to the editor's comments and the properly argued

proposals for amendments of the author's text, and do something about repairing the faults observed.

At the same time, editors should show genuine respect for the views and intentions of their authors. It was strongly argued at Montreal that editors should not change an author's style for the sake of changing it - which means really for the sake of a conformity of style (both intellectual and literary) which is neither necessary nor desirable. This is an important issue and requires, on the part of the editor, a great deal of tact. To put it briefly: editors must refrain from interfering with author's texts unless there are some very cogent reasons for doing so, e.g. errors of facts, grammatical errors, false ascriptions, and the like.

EDITORIAL PRACTICE

It has so far been taken for granted that the editor's main concern rests with the examination of the intellectual and professional contents of the contributions received. Reference to the problems of linguistic expression have been restricted to the presentation of the message and its comprehensibility. Though in the context of this *Guide* nothing will be said to change that emphasis, some comments are needed to ensure that editors do not overlook the often less exciting but equally important task of copy editing.

Copy editing, and the even more unpleasant task of proof reading, may consume a very considerable slice of time in a part-time editor's life. Copy editing is delightfully simply described by Judith Butcher as being "largely a matter of common sense in deciding what to do and of thoroughness in doing it."⁷ This disarmingly naive

assertion is somewhat foiled by an awareness that it took the author over 330 pages to describe what is involved in this common sense task - quite besides the message in the preface that the book does not attempt to cover all aspects of copy-editing. Whatever Judith Butcher's disclaimers, her definition of the task of copy-editing is succinct and useful, even though they are primarily concerned with the preparatory work on monographs:

"Copy-editing ... aims to remove inconsistencies and any remaining errors, ambiguities and faults of organization."⁸

It needs adding that the term "inconsistencies" refers to internal contradictions in an author's work, and that "remaining" refers to the tasks left to be done after the contribution has been assessed as a whole by the editor who is responsible for the intellectual and professional standing of the journal. Judith Butcher's book is highly recommended as one of the most reliable and sensible guides to copy-editing.

Proof-reading requires a special ability, namely to read the words on a page without attending to the message of the text. Its purpose is, of course, to detect printing errors or "typos" and this can only be successfully achieved if the proof reader attends to each word separately and forgets about the meaning of sentences. Easy as this advice may sound, it is contrary to what most librarians have spent years on training themselves for (wittingly or unwittingly): to read and comprehend quickly, to take in the full meaning of a line at a glance, to see at once intellectual issues in a paragraph without having to analyse every phrase. These achievements are positively dangerous in a proof reader and will have to be unlearned or discarded before undertaking the correction of the proofs. Judith

Butcher has a good deal of good advice on this topic and all but the most experienced editors will read her chapter on 'Proofs' to advantage.⁹

While standardization is a sacred cow to most librarians, the librarian editor of a journal often shows a marked inclination to go his or her own way in matters of style in general and of typography, lay-out and design in particular. There is nothing wrong with that, provided the variations from the norm do not interfere with the comprehensibility of the communication of the message the contributor wants to get across.

Besides that general rule, it is worth bearing in mind that journals should conform with certain conditions related to their treatment in libraries. Though one might have expected this issue to be particularly dear to the heart of editors of library journals, the most extraordinary deviations from this commonsense guide-line occur. In this context attention is drawn to a very useful and internationally acclaimed booklet entitled *You name it!*, by Jean Conochie¹⁰ in which she points out the evil effects of naming or renaming a journal without giving thought to the use made of the same words in the title of other journals, and without considering the problems cataloguers have to face when journal titles include acronyms, associations' names, common words with variant meanings, and so forth.

Editors should quite generally be constantly aware of the consequences of any changes they may wish to adopt with respect to the size of their journals, the typography, the appearance of the cover, the preparation of a title page and the make-up of indexes.

5. EDITORS AND AUTHORS

While it is absolutely true to say that the most satisfying aspect of being a journal editor is the close relationship one develops with the authors, that relationship is rarely simple and at times it is painful for one side or the other. After some years of experience most editors will look back and remember with pleasure the authors whose writings they have accepted and with some sadness the manuscripts* they had to reject.

Between receipt of a manuscript and its acceptance or rejection lie many steps which make or mar the editor-author relationship. Lucky indeed is the editor who can sit in his or her swivel chair and gloat over the continuous flow of contributions. But even if such were the case, the unsolicited manuscripts that arrive on the editor's desk deserve just as much attention as the planned and invited contribution to a survey of a particular topic.

The editor-author relationship is a complex one. Both have something to offer yet the editor's position is inevitably the stronger one. For that very reason he or she has obligations which cannot be disregarded except at the peril of bringing the journal in their charge into disrepute. While most of this chapter deals with the tasks of an editor, a note on authors has been added for the enlightenment of editors, should that be necessary.

*While most contributions now arrive in typed form - it is difficult to imagine any editor accepting hand written contributions in this day and age - the term 'manuscript' will be used to designate the journal contribution submitted to the editor; this will avoid confusion with certain practical issues discussed in Chapter 6.

UNSOLICITED COPY

It will normally take some time before a new journal has developed a continuous flow of copy. It is therefore usual for the editor of a new journal to cast about for contributors and it would be wise - indeed it is essential - for the editor to get hold of a number of potential authors and invite them to submit manuscripts.

Let us suppose that a group of professional members has prevailed on an association to start a quarterly journal and that an appropriate editor has been found. A date for the appearance of the first issue has been fixed - the editor can rest assured that copy is not likely to fall from heaven, and if it did, it would most likely be quite unsuitable. The editor is therefore well advised to identify those who clamoured for the establishment of the new journal and ask them to produce copy.

The first issue of any new professional journal always tends to be first class. This is not without reason. It is important, of course, to secure interesting and innovative contributions - that they should be relevant will not need to be spelt out - preferably from some renowned authorities in the field so that the new venture will attract subscribers and impress the profession and its critics. The editor would do well to write to several leading professional specialists inviting them to contribute a piece for that first issue. It is unlikely that all of them will respond favourably. There are no statistics on the success rate of such letters, but dire experience has shown that, in the end, only one or two such approaches will produce a printable contribution on time. The best and most suitable contributors are usually very busy people,

committed already to a substantial programme of writing and other professional activities. Some among them will gladly accept the invitation, will even extoll the virtue and importance of being asked to submit a paper for the first issue of a journal. Alas, when the time for delivery comes close the editor will all too frequently be turning grey or losing his hair waiting for that manuscript and, as the deadline recedes into the past, his or her temper and goodwill will be lost completely.

There are few authors who deliver a commissioned contribution on time and the editor's great expectation for a world shaking first issue of the new journal may have to be scaled down to a somewhat less impressive starting collection of good articles on the desired aspect of librarianship.

If adequate publicity for the new journal has been prepared and distributed, if the association's news medium has advertised the imminent birth of a new communication channel for a specialist professional field, one may of course be justified in expecting a small flow of unsolicited contributions from that large number of members who clamoured for it in the first place. There may indeed be some such - but the evidence suggests that the interest in the new journal was primarily passive, i.e. that while there were many who wanted to read and maybe even subscribe to such a new journal, very few felt themselves capable of writing for it.

The fact is that there are in any professional group - except perhaps the writers' guild? - few members who can and will augment the corpus of theoretical writings and of meaningful reports on practical issues. None should worry about that. How many names do

occur in the professional library literature of North America, of Australia, of the U.K.? Certainly less than 5% of the total membership of the respective professional associations. Library associations in developing countries trying to promote a new librarianship journal cannot expect a higher percentage of potential contributors from within their professional association. Given that the number of contributors to any journal is likely to be limited, editors of new journals will always have to face the problem of a possible shortage of copy for quite a while and certainly until the journal has been established.

While the problem of finding capable authors for a newly established journal is great, it is not all that easy to identify writers of quality for the older journals. However, once a journal has acquired a good professional reputation, a number of members of the profession will submit articles to present their point of view, to comment on someone else's paper, to report on their own experiences in their library or organization.

It is the editor's unquestionable privilege to accept or reject any contributions. Having said that, it is equally important to stress that no contribution should be rejected except for a very good reasons. Since good reasons as well as bad ones tend to be subjective judgements a set of criteria for rejection is an important piece of armour for any editor.

CRITERIA FOR REJECTION

It will be noted that the emphasis has been placed on criteria for rejection rather than criteria for acceptance. This emphasis is preferred because an editor should be predisposed to accept contribu-

tions and should be known to be so inclined. A critical examination of all too many journals reveals a lack of critical acumen among editors with the sad result that articles of dubious merit are being published, seemingly unedited to become unread and certainly unquoted and probably unremembered.

While the criteria for inclusion are certainly of importance, those adopted for the exclusion of unsolicited contributions - and for some invited papers, too - must be firmly phrased and generally known. It is not an uncommon practice to see it stated in journals that contributions are sought or invited on certain topics which are broadly spelt out, e.g. cataloguing and classification; computer application to library management; bibliography; etc., according to the journal's purpose. Consequently an editor of a journal dedicated to bibliography would have no problem in rejection of an unsolicited article on cataloguing or classification even if it had some marginal bearing on his journal's declared objectives.

More difficult are decisions on standards of quality. Easy as it may seem to exclaim that the piece before us "will never do" - why will it not, and will it really never? Besides, quality in respect of what standards?

If we leave aside, at least for the moment, the question of relevance because this point has been made above, it appears to be of greatest importance to establish the standards that are to be adopted. Highest on that list is the standard of written expression, a point to which reference has already been made in Chapter 4. This, it is stressed, applies to any written language because it is not only a matter of the words chosen, but also of syntax and logic. I admit to having some difficulty here because, though I know quite a

bit about the Romance and Germanic languages, Slavic, Semitic, Oriental and African languages are outside my ken and I can make no useful comment on what constitutes logical sentence structure in those idioms. The simple criterion is, of course, that if the journal editor cannot understand what the contributor is trying to say, the journal's average reader will probably have even greater difficulties in comprehension. If a journal contains incomprehensible articles, it might as well not be published.

Linguistic expression is of course subject to time and place. All the West European languages have undergone considerable changes during the past thousand years; it is more than likely that further changes will occur in the next millenium. We need only think of the various "purification" efforts that go on in our schools, usually to no avail over the years, and at official (i.e. state sponsored) levels like the battle against *Le Franglais*, the de-persianification of Turkish, and so forth. One of the continuing battles on this point is the fight of some journal editors against the employment of highly specialized technical jargon to the exclusion of everyday English, French, German, Italian or Spanish. Those who use jargon riddled language are suspect of trying to hide their ignorance behind a facade of technology which they themselves cannot properly explain and which therefore tends to be incomprehensible to the non-expert reader.

Technical expressions are in our age the very basis for changes of the inherited vocabulary and none but King Canute could try to prevent this. That the usage of technical expression need not lead to a decline in literary standards is illustrated in some of our best professional journals.

Besides the criterion of literary style in so far as it is relevant to comprehensibility, there is the criterion of novelty. This is perhaps less difficult to apply than many other criteria, but it is to be stressed that novelty for the sake of novelty is not a professional approach to any aspect of librarianship. Examples of a misguided endeavour to introduce novel ideas into professional practice are readily found but an editor will have to be very cautious in his judgement. Fremont Rider's famous paper on the uses and advantages of micro-cards may have seemed outrageous, too far fetched and altogether futuristic when it first appeared. Maybe his ideas were not accepted in their totality as he had envisaged, but they changed library services substantially. The early papers on computer applications to library services belong to the same kind of forward looking literature which every journal editor should strive to publish. There are few enough colleagues with that kind of vision, but many less revolutionary or stunning new ideas may be presented in numerous papers. It is, one might say, an editor's duty to identify them and to help promote them through publication.

At the same time, the editor has to watch, of course, that what is claimed to be a novel approach to traditional library services is not in conflict with established theory and principles. And the novelty of a proposal must surely be provable and proven.

A third criterion of some importance is conformity with professional ethics. It has proved rather difficult to define the concept of professional ethics. The two important attempts in the English speaking world to come to grips with the professional issues in themselves, as distinct from the application of common morality to

a special group of citizens who are linked by the identity of their professional background, have led to somewhat confused interpretations of ordinary common sense. *The British Code of professional conduct*, issued by the Library Association (U.K.) as *Guidance notes on the code of professional conduct*, 1986,¹¹ and the code of ethics of the American Library Association, printed with annotations in the latest issue of the *ALA yearbook*,¹² have in common broad national goals which conform to the national political scene; both are rather short on specific professional issues, and where they are relevant to professional practice they tend to be ambivalent in their attitudes towards the ideals of a free society and professional discipline.

For the purpose of judging whether a contribution to a journal conflicts with a common law or the code of professional ethics, it will be important for the editor to have such a code spelt out. If the journal in question is promoted by a professional association, it should be that association's duty to establish and publicize the code which it wants to see observed. Commercially produced journals will, as a matter of course, be anxious to observe professional and community standards of ethics if for no other reason than to avoid scandal and lose subscriptions. The real problem lies in the identification of professional issues that have ethical implications, a point to which I have referred in a paper to my Australian colleagues.¹³

In the final assessment of a contribution for a journal, the professional contents will of course be the prime criterion by which it is judged. This is the point at which the notion of standards comes into the fore and a brief examination of this may be helpful to

novice editors as well as to some older hands. Standards of presentation and standards of professionalism are the two aspects that concern us above all.

PRESENTATION

Most journal editors demand that manuscripts conform with a minimum standard of presentation and the well established journals - especially those published by professional publishing houses - prescribe in some detail how a contribution should be set out. The main reason for such prescriptions is to save time and labour for the editor and his staff. While these prescriptions are usually termed suggestions and are not strictly binding, authors will be disadvantaged if they disregard them altogether. Their contribution may well be set aside or pushed repeatedly to the end of the queue if the editorial work needed to make it publishable is too time consuming and difficult.

These prescriptions or suggestions relate first of all to the setting out of the text; e.g. it should normally be in typed form, double spaced, on one side only of the sheet with an even margin all round. These requirements are not the same for all journals and every editor has the right to establish his own norms. Pages should be numbered consecutively in a certain area of the typescript, and they should be held together by a paperslide or be stapled.

There are no absolute rules for spelling, punctuation, the use of italics (or underlining), etc. and editors are advised to develop a style appropriate to their journal and to ask contributors to follow it. Some will, some won't. However, since it is a major task to establish a set of standards of presentation, editors are advised to

follow some widely accepted pattern and to be content with modifying it if need be. There are some recommendations for the presentation of manuscripts which enjoy international recognition, e.g. those published by Oxford University Press,¹⁴ or by the University of Chicago.¹⁵ However, other major publishing houses in various countries tend to have their own recommendations which often include provision for local peculiarities such as the spelling of names of places and of people. A recently produced guide to style manuals¹⁶ may prove a useful source of information on the wide variety of publications of this genre and help to identify a particularly useful set of recommendations to authors.

The editor of a journal for librarians will of course have to pay particular attention to the niceties of bibliographic practice. These include -for use within the text of an article as well as with respect to footnotes, end-notes and references the following basics:

- (1) the use of italics or some surrogate to distinguish the title of a book or journal in the text;
- (2) the method of citing author's names, imprints and the whole paraphernalia of referencing;
- (3) the use of capitals - bearing in mind that the common tendency of capitalization for the sake of emphasis may clash with internationally accepted cataloguing practice.

Again the novice editor may be best advised to adopt an existing set of standard recommendations, but it must be stressed that even some of the most famous style guides tend to be unsuitable for journals specializing in papers on bibliography.

Professional journals in the field of librarianship have undoubtedly a duty to present bibliographical matters in an exemplary manner. If the journal is to attain (or keep) a high international reputation, the standard of citation, of foot-noting and general referencing must be impeccable. To this end internal consistency is probably of greater importance than conformity with rules established elsewhere, e.g. one of the style guides referred to already or, say, the AACR. At the same time editors should be constantly aware that only by conforming to internationally accepted codes will the contributions to their journals be readily included in the international abstracting and indexing services.

A great deal of trouble can be saved by adopting the International Standards Organization's *Standards handbook 1: Information transfer*¹⁷ as the sole guide to document citation and terminology. This excellent work, first published in 1979 and revised in 1982, provides internationally accepted rules on most aspects - broad as well as detailed - of information transfer, from rules for abbreviations to norms for the transcription of title pages and the transliteration of non-Roman alphabets. Though very expensive, the *Standards handbook 1* should be at every editor's elbow. More importantly, perhaps, every editor should be as fully conversant with it as he or she will be with the cataloguing rules (AACR).

It is uncommon for journals published by associations to print, for the guidance of their authors, a lengthy style manual. However most journals have, and all should have, at least a brief note on the inside cover setting out

- (a) the style manual which, though published by some other authority, has been adopted as a general guide;

- (b) the manner in which references and foot-notes or end-notes are to be cited.

This practice will greatly reduce the editor's labours when preparing manuscripts for the press, about which more will be said in the next chapter.

Tables and illustrations are a frequent source of concern but with regard to the latter, it is relatively easy to advise authors that if they need or want to illustrate their contribution, the pictures should be supplied either as photoready copy or as transparencies. Line drawings should certainly be supplied in photoready form.

Tables present a different problem in that authors are often not very adapt in preparing tables which will fit easily on to the journal's printed page. This may require an exchange of views, possibly a redrafting of tables or some adjustments to ensure that they will fit.

PROFESSIONALISM

The mere fact that fewer paragraphs are being used on the discussion of professional standards must not be taken as an indication of relative importance. This issue has already been addressed in previous chapters, but it deserves repeating in this context. Professional standards are unquestionably the most important characteristics of any journal, and unless they are carefully guarded, the journal will soon lose support. There are three facets of professionalism the editor must bear in mind when assessing the suitability of contributions; these facets are best

understood when expressed in the form of questions about the manuscript under consideration:

- (i) Does it conform with the theories and principles of librarianship?
- (ii) Does it present innovations of the theories and principles of librarianship?
- (iii) Does it present new ideas of practical relevance?

One does of course not expect all contributions to be of a quality which would make the editor jump with joy because of their affirmative answer to all three questions. However, in some way every contribution should constitute a positive response to at least one of the questions regarding their professional contents.

REFEREEING

Having discussed the numerous criteria by which editors should evaluate a contribution, we may well ask how many editors can justly claim to be sufficiently knowledgeable to be able to judge the quality of all the papers submitted to them. At least, honest doubts should make editors reluctant to claim sole responsibility for the inclusion of articles on themes in which they are not established experts. There is also, of course, the old adage that two heads are better than one, not to mention the advantage of being able to refuse publication from an impersonal stance.

A widely practiced procedure to ensure the proper evaluation of a paper is to submit it to senior or specialist members of the profession for vetting, a procedure usually called refereeing and used with various degrees of rigidity by all the major journals for librarianship.

The advantages of a refereeing system for the quality of a journal are obvious. Less obvious may be its advantage to an author; yet there is a world of difference between having an article published in a journal known for its strict refereeing procedures or in a journal known or reputed to accept every contribution that comes along. With the increasing demand for published evidence of scholarly achievement among applicants for senior library posts, it is important that such publications have appeared in journals of highest repute. Such journals will, by implication, have a fairly rigid refereeing system.

Editors are well advised to have access to a panel of able and reliable referees, particularly in fields outside their own competence. It is not unusual to have members of the editorial board (see chapter 7) act as referees if they are appropriately qualified. Referees on their part, must be prompt and fair in their advice which, besides a clear cut recommendation for the acceptance or rejection of a manuscript, may include suggestions for additional information, for rewriting parts of the manuscript or other editorial amendments.

Normally, the identity of a referee is not revealed to authors but in an age like ours, where so called 'open government' takes on a great variety of forms, it may no longer be considered 'unethical' to let it be known who put the kybosh on a piece of writing. The revelation of the names of referees may, of course, be treated in a civilized manner by printing in the journal the names of those who have been appointed as subject consultants. It is, in short, a

matter which an editor or an editorial board has to decide for itself.

This much is certain, however, that an editor should follow the advice of the referee. Failure to do so, except in very special circumstances which ought to be made known to the referee, will alienate the consultant who may decline to act in that capacity on future occasions. It is unusual for journal referees to be remunerated for their effort though consultants on the suitability of monographs are paid a fee by most publishers.

AUTHORS

Much has been said in this chapter about the role and duty of editors but little about authors. Of course, these Guidelines deal with editing and the work of editors, and are not intended to serve as a textbook for authors. Some comments on authors is, nevertheless, appropriate here; if for no other reason than to remind editors that most authors, too, are human.

Generally speaking, authors - be they creative writers or members of a professional group, e.g. librarians - write because they have something to say and what they have said they want to be known. Understandably, professional authors above all want to see their work published in reputable journals and, if possible, in journals with a wide distribution. Even if there be a vanity factor in these considerations, the desire and the ambition are human and to some extent praiseworthy.

It is not surprising, therefore, that authors will send their article or paper in the first place to one of the best journals in

their discipline or specialty. To find their contribution rejected is a serious blow to them. Rejection may be due to mismatch, i.e. the contribution to the professional literature does not fit into the journal to which it is addressed (either too scholarly, or not scholarly enough, or wrong specialization, etc.) or to the intrinsic inadequacy of their piece. Authors should be told, kindly but firmly, why their paper has not been accepted.

Younger authors, presenting maybe their first contribution for publication, often try to fly too high. However, their first efforts are usually better placed in the local (regional or, in some instances, smaller national) journal, because their experience and their view of professional issues tends to be strong on local colour and of prime interest in the local scene. If their contributions find approval these authors will eventually address themselves to wider and maybe international audiences. On a similar basis, many authors from developing countries try to have their articles accepted by international journals or by the larger and internationally famous national media. All too often they are rejected because they just do not fit into the scheme of these journals or because the journals' policy precludes the acceptance of such articles. Authors should not feel too badly about this, and should, above all, not conclude that they are simply not wanted. On the contrary, these experiences should persuade them that there is a need for a professional journal in their own country or area or field of specialization. These *Guidelines* should help them to establish it.

6. PRODUCTION MATTERS

Those to whom this book is addressed will not need to be reminded of the impact of the invention of printing on the intellectual development of mankind. Nor will it be necessary to spell out that any improvement in the standards and effect of librarianship journals depends to some extent on the means of production available to their sponsors. It is these means that will be discussed in this chapter and in doing so emphasis will be put on the printing process without, however, forgetting the question of costs.

PRINTING & REPRODUCTION

Printing is a term applied to a good many processes which might be better summed up as a means of reproduction or of multiplying. Both these terms may sound a little odd and an alternative word might be the in-word reprography. This, however, conjures up complex technical processes and sophisticated devices not readily available in many countries (besides, the word is ugly in that it is an unjustified mixture of Greek and Latin and raises the hackles of the purists). It has therefore been considered preferable to retain and use the term to print or printing as meaning to reproduce mechanically any written message onto paper, or copying typed (i.e. typewriter produced) messages by using a modern photo copying device (e.g. a xerox machine), or by using Gutenberg's excellent invention, i.e. setting up in single letter type founts which are then pressed, after inking, onto paper.

Such a definition obviously excludes some well known modern reprographic processes such as microfilming, and also the cutting of messages into stone or metal.

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Having said all this - and the reader's indulgence is sought for this cumbersome introductory note - let us look at the actual means of production that can be usefully discussed when talking about journals for librarianship.

Many of the well known journals of librarianship which today attract our envious attention did not begin in the typographic format in which we now preserve them. Printing the Gutenberg way - even if we take into consideration that linotype machines and other technical and industrial developments can reduce the cost of hand setting a book or a journal issue by 75% - is not a cheap process of producing reading matter en masse.

The cost of printing - which must include the cost of type setting by whatever means, the cost of paper and ink, the cost of machinery used (amortization of capital equipment), the cost of labour involved in the printing, collating and, ultimately, binding - must be either recovered or be obtained from a fairy godmother in some shape or other. There is, as the saying goes, no free lunch and I know of no fairy godmother who does not wish to receive some recompense in some form - be it intellectual, moral-political, free advertising space, or an entry in a heavenly account book for repayment in the hereafter. We shall return to this point later on. The real art of producing a professional journal lies in making the most of available resources (including finance) and to ensure that the product is appropriate to the purpose. This involves forward planning and should be considered systematically. The question of

intellectual content, discussed in the previous chapters, must of course remain the principal issue to be addressed by the editors of a journal for librarianship. But second and subsequent considerations must be the following:

How large (paper size!) is the journal to be?

How many pages are there to be in each issue?

How many copies can be sold or must be distributed?

What is to be the manner of binding (stapling)?

Are there to be illustrations requiring a special type of paper? If yes, what type of illustration?

How often is the journal to appear?

How is the journal (each issue) to be distributed?

Quite obviously, there can be no simple rules or prescriptions but if some basic assumptions are agreed upon, a pattern for action may be derived from a consideration of policy and objectives. However, it has to be stressed again that just as it is beyond the scope of this volume to instruct editors in the skills of editorial practice, it is also quite impossible to do more here than to recommend that if the production of the journal is to be based on more sophisticated machinery than a typewriter, a stencil duplicator or a xerox machine, then an expert printer should be called in and be asked to take over all tasks of production. But even this solution does not absolve the editor and sponsors from having first to make the basic decisions inherent in the questions posited earlier. These are the principle matters which policy and decisions on objectives have to determine. Only when size, quantities, general appearance have been

decided can a printer offer a quotation. The more precise the answers, the more reliable the quotation is likely to be.

Two little words of warning should be slipped in here: one is that there are very few printers who have a real conception of what a journal is. If anyone believes this to be a wicked assertion about the artisans of a noble craft, let me assure them that it is based on close acquaintance with hundreds of printers in a dozen or more countries. They, the printers, do know what a book is, or a booklet (i.e. a small publication of, say 60-100 pages) but that the 10th issue of a journal must look like the first - except for the volume or issue number - is an absolute mystery to them. Just take a look at their invoicing for the printing done: "Bulletin Book - \$500" is a commonly found entry on an invoice received from a printer. No revelation of which issue of the Bulletin - if Bulletin is indeed part of the title! - no date of the issue to which the invoice refers (May 1960? June 1959? who can tell except perhaps by deducing it from the date of the invoice). These printers will do the job as instructed, but they have to be instructed everytime about all the details that mean so much to the librarian.

Editors must, therefore, not only be alert to the ordinary requirements of proof reading of the articles and other matter set by the printer, but they must take special care that all the small changes to the cover data (date, number of volume and of issue) have been properly carried out; and the same applies to the first page in those journals where title and contents information is normally

repeated. The running title at the head or at the foot of pages will also have to be watched for the same sort of detail.

The other point of warning is that printers have a tendency to quote a price for a limited period of service only. Anxious as they often are to clinch a deal for a sizeable job, they may well offer to print the year's volume of 256 pages (plus covers and saddle stitching) for a certain figure. They will understand that the job will come in in four parts (i.e. for issues per year) but it is not at all uncommon that the price rises during the year for "unforeseen reasons" and the editor and sponsors have no option but to find the additional funds to pay for it. Contracts should therefore clearly define a rise-and-fall clause, and will have to be renegotiated every year. This matter will be dealt with again in chapter 7.

While there are many librarians well versed in the lore of printing - scarcely a surprising state of affairs in our profession - even those who have dabbled in private press work may not be able to estimate the materials involved, and their cost, in producing a journal. There are of course some excellent books on the art of printing and all the subsidiary skills that bear on publishing. One of the more famous is Hugh Williamson's *Methods of book design*¹⁸ the study of which will be helpful even though the author addresses himself exclusively to book production. As far as could be ascertained there exists as yet no book on journal production-and this present attempt suffers obviously from a lack of models.

SURROGATES & ALTERNATIVES

Here it may be useful to enter another warning to the reader: the projected size of this book and the limited competence of its

compiler in printing technology make it impossible to include detailed descriptions of the many printing methods that are now available to the enthusiastic communicator of printed words. Such enthusiasts are urged to acquire *The alternative printing handbook* by Chris Treweek and Jonathan Zeitlyn with the Islington Bus Co.¹⁹ This excellent practical guide - it is claimed on the cover title "for anyone who has something to say in printed form" - will appeal particularly to those professional groups who would prefer not to be indebted to a fairy godmother and who are more concerned in getting their message across than to have it impressively printed on parchment and bound in gold cloth. When all has been said about fine printing, fine binding and the aesthetics of the world of books, it is all too often sadly obvious that the message thus enshrined is like the tinkling of tiny tin bells.

The most useful piece of equipment for the reproduction of a journal of almost any kind is, of course, the typewriter. During the past 25 years typewriters have become very sophisticated alternatives to the Gutenbergian typesetting processes, and their manufacturers offer now a wide range of machines, from the traditional small travelling companion, entirely manually operated (and beloved by reporters and recluse novelists who live and work in the world's deserts or virgin forests where there is no electricity, and few other amenities of modern civilization) to the electrically operated golfball or daisywheel machine with built in erasers, a memory device for repetitive work, and other intricate labour saving features. All of them, however, need a competent typist - but these are less costly and much easier to find than a typographer and a printing works.

The ability to use a typewriter for the preparation of masters from which a journal can be printed is not a natural skill, nor is it always taught at typists' schools. There exist, however, at least two booklets which provide guidance and helpful hints for anyone who can use a typewriter properly; both have been published by government publishers in response to wide demands by government departments: J. Westwood's *Typing for print* ²⁰ and its Australian counterpart *Typing for publication* ²¹. Both are very moderately priced and associations or organizations contemplating in-house production of small journals are strongly advised to acquire these and follow the advice given there.

Once a master has been produced, be it on a wax stencil, on a photo off-set plate or on whatever medium may be appropriate to the technology available, it is very cheap to reproduce copies, to collate them and staple them together.

As has already been intimated there are simpler, less pretentious means of producing a journal and in the early stages of an association sponsored publication, alternative printing processes may have to suffice to get the journal established - hoping that at a later date, better production methods will become financially possible. Personal experience enables me to stress that it is less important to have a high quality journal from the start than to have a medium of communication that meets the needs of the profession. By way of illustration, I have added as an appendix a short history of the now well established quarterly *Australian academic and research libraries* whose forerunner, the *University and college libraries news sheet*, was a quarterly journal established to serve the national

needs of the University and College Libraries Section of the Library Association of Australia.

PROOFREADING

Even with the production process being handled by an experienced printer, but of course even more so when the preparation of typewriter based masters is in the hands of secretary-typists, there remains the need for copy editing and proofreading, for the preparation of a contents list with page references and for indexing. While it was common, in the past, to carry out some of these activities at the galley-proof stage they are now usually done at the page proof stage. There are several reasons for this: sophisticated printing equipment makes it possible to set up text in such a fashion that corrections are dealt with by the printing machinery which can replace or relocate whole lines and paragraphs as required; journals based on typewriter setting are normally paged as they are produced by the typist. Consequently a rearrangement of text matter based on galleys is no longer always necessary, and corrections of masters produced with a typewriter may have to be fitted into the available space, sometimes by cutting and pasting, or even an occasional rewrite. Savings in production costs have to be compensated somewhere - this is one of the areas where make-shift printing arrangements demand particular editorial skills.

Reference has already been made to the general task of copy editing and readers have been advised to be sure to study Judith Butcher's work on that topic.²² The irritation caused by careless

typography - whatever technique has been employed - and at times the thorough misrepresentation that can result from a single letter having been confused, has been well illustrated by one Edmund Pearson. Though nothing can be ascertained about his standing in society, he seems to have had some sad experiences with printers:

Certain words are a standing peril to the type-setter. A collision between a train and a cow, reported in a newspaper, ended with the remark that the engineer "putting on full steam, dashed up against the cow and literally cut it into calves."

Then there is the almost classical story about Bret Harte when a very young editor. He wrote the obituary notice of a most respectable lady, closing with: "above all ladies of this town, she was distinguished for her charity." This came back from the pressroom: "distinguished for her chastity." Instead of making the correction, he merely put a mark of query on the margin of the proof, with this result: "Mrs. McGilligan, above all the ladies of this town was distinguished for her chastity(?)".

--Edmund Pearson.

To that fascinating comment, I add an unknown poet's lament copied many years ago from the *Jerusalem post*:

The typographic error
is a slippery thing and sly;
You can hunt until you're dizzy,
but somehow it gets by.
Till the forms are off the presses
it's strange how still it keeps,
It shrinks into a corner
and never stirs or peeps.
The typographic error.
is too small for human eyes,

Till the ink is on the paper,
when it grows to mountain size.
The boss, he stares with horror,
then tears his hair and groans;
The sad sack who okayed the proofs
just drops his head and moans.
For all the other printing
may be as clean as clean can be
But the typographic error
is the *only thing you see!*

No more need be said.

A point of advice not proffered by many experts on proofreading is that this is a task not made easier by an acquaintance too intimate with the text to be proof read. Editors who may be excellent as creators of journals, may well be quite unreliable as proof readers and it is strongly recommended either to call on somebody who is good at reading for printing errors or to use stratagems such as attacking each paper, article, or even page from the end, one paragraph at a time, so that there is no danger of being "carried away", as it were, by the sense of the contribution.

CONTENTS LISTS AND INDEXES

The contents for each journal issue are often set out on the cover - either on the very front, or on the verso of the front cover or on the verso of the back cover. These are the most readily found

locations for the reader. Those journals which carry a lot of advertising sometimes combine a statement of contents with advertisements on the first or last of the preliminary pages. Newsletters, on the other hand, tend either to have no contents statement at all or to allocate to it a small portion of the first or last page. There can, of course, be no prescription for the best setting of the contents statement. Editors are, however, urged to place it prominently where it is, in their view, most easily found, and to add to it the appropriate numbering for the issue, together with the date and the ISSN.

As to the index, different considerations apply. Few if any journals for librarianship go to the length of providing an index for each issue. Most - but not all - provide an index for the yearly volume. It is most regrettable and, in the writer's view, quite unprofessional not to provide an index at all - and since this is a serious criticism let it be further barbed and pointed by adding that failure to issue an annual title page is deplorable and indicative of the low opinion the editor and sponsors hold of their own journal.

Librarians acquire journals for permanent retention and it is their practice to bind them into volumes so that they can be better preserved and to insure that individual issues do not get lost. This is traditional wisdom, supported by centuries of practical experience and particularly re-enforced by the waves of journal literature that were unleashed in the second half of the nineteenth century. It may seemingly be modest, self-effacing and above all ultra modern to have no title-page and no index but in fact it is pretentious and puts users deliberately at an inconvenience.

It is urged, therefore, that journal editors make provisions for two annual or volume related retrieval devices. One is to restate the contents of each issue by reprinting, possibly in a photo reduced format the contents notes that have been printed for each issue. In the case of quarterly journals or bimonthlies (six times a year), this is not a difficult or space consuming exercise, and it enables the reader to obtain an overview of the volume's contents in page sequence.

The other is a traditional index, compiled preferably by a competent indexer - the editor may be one such but that is not always the case - and produced in the same manner as the journal itself. The index should be sufficiently specific to allow the retrieval of ideas; it should include references to personnel and activities reports and such other matters as are contained in the journal as part of the service to the sponsors. It has been found convenient by many editors to index book reviews separately from the main subject index and to restrict the reviews index to reviewers and to authors and title entries; a subject index for book reviews is not necessary. Again, this is not prescriptive and editors should suit their own clientele.

Editors of newsletters and other more ephemeral and less sophisticated media are urged not to bother with an index at all. Maybe, once a newsletter (the word is used to represent the type of publication!) has been appearing for five or ten years, an index covering that longer period may be worth compiling. If a newsletter contains material of substance it is in the interest of the profession to try and have it indexed in the national or international abstracting and

indexing service. The indexing of in-house or in-association news, much of it related to individuals and minor local events, is really a waste of time unless a time series is reflected in the index - hence the above comments on five year or ten year indexes.

7. ADMINISTRATION & MANAGEMENT

Editing a journal of librarianship is good fun and it is rightly looked upon by most editors as a creative experience which brings its own reward. It should however not be forgotten that unless some system underpins the innumerable routine activities that lie between the editor's in-tray for contributions and the ready-to-post envelopes or wrappers containing the latest issue of the journal, the creative experience may easily get lost in mismanaged office procedures, unpaid bills, and muddled address files. The administration and management of a librarianship journal does of course not compare in complexity with the work involved in running the Ford Motor Company, the Westminster Bank or even Macdonald's food chain. Nevertheless, some administrative rules and managerial skills should be established and applied, even though they be less sophisticated than what is taught in university courses on business administration.

Yet, just because running a journal may appear to be basically simple and require little more than common sense, it will nevertheless be useful to spell out some of the fundamental issues in case an 'apprentice' editor leaning on these Guidelines should forget some of them. First of all, a word about Administration as distinct from Management. Though these two notions have been lumped together in this chapter, this does not imply that they are just two words meaning more or less the same thing. There is a large literature on both these aspects of business and commercial activities emphasizing at every point that management is concerned with the execution of administrative decisions. However, in view of the modest scale that

marks the running of a journal it is suggested that these two facets can be treated together in one chapter, albeit as distinct matters.

ADMINISTRATION

By administration we understand the several processes which are involved in determining the policy which a journal and its editors are to follow to meet the desires of the owners. Quite obviously this brings us back, in practice, to the differences between journals sponsored by associations and those promoted by commercial interests. But as we are here concerned with the matter in which administrative decisions are reached, the distinction in ownership is really of little importance.

Administrative decisions are involved in several aspects of journal publishing. First and foremost, there is the definition of journal policy. Even if it is recognized at once that a journal's policy must really be the creation of its promoters, it has to be spelt out in broad terms. This is an administrative issue and it may indeed be difficult to determine where the broad terms should end. A professional association is part of a nation and national issues cannot be deliberately excluded from an association's policy. It may well be an association decision not to have party politics discussed in its professional journals, either directly or indirectly. Yet a professional association as intimately involved in the use of words as a library association may feel obliged to join a national programme directed at the purification of the national tongue and therefore include in its policy the discouragement of the use of foreign words. For reasons of national employment objectives, a

library association may include in its policy the promotion of professional employment - a policy which is not spelt out very clearly even in highly industrialized countries.

Next there are questions as to frequency, appearance, even typography - all of which are matters of administrative policy. Then, there are policy matters such as relate to refereeing, reviewing and pricing. In some countries there may be political problems that have to be considered in terms of administrative issues, e.g. the advocacy of racial, religious and sexual equality; the implications of freedom of information; the defence of the liberty of the press and of printing in general; the use of language; the rights of trade unions; etc. and this does not relate only to dictatorships, but equally to those countries where the price of democratic freedom is held to be eternal vigilance.

Much has been said in earlier chapters about the editor's responsibilities towards their association or commercial sponsors, and the quality of an editor -and by implication the journal - depends on his or her ability to handle the affairs of the journal in terms of the policies laid down. Most editors welcome some means of discussing editorial policy and administrative issues, be it with a formally structured committee or with an associate editor or, of course, with friends.

The great difficulty with a description of administrative structures is that either they become so detailed that they are never ending or they tend to overlook the fact that administrators, editors and committee members are people, living persons who react in an individualistic manner to other people, to situations, to problems be

they of their own making or of other people's. It is therefore intended to restrict this examination of the administration of a journal on librarianship to bare essentials. The foremost among these is, unquestionably, the role and function of an editorial board.

Library associations, like most professional groups, have a legitimate desire to ensure that the journals sponsored by them represent the views of the body corporate. Editors may agree with that, or they may not - but as long as a journal is to be seen as an official organ, it is perhaps only natural that an association would wish to have some kind of watchdog to guide the journal's interpretation of association policies and to assist the editor in that task. The most common approach, and time honoured method, is to appoint a committee to liaise with the editor, to represent the association's official view and keep a sharp eye on the maintenance of the association's sacred tenets. It is at this point that many editor's problems tend to have their beginning, and often their end.

EDITORIAL BOARD

These committees are variously styled. They may be called 'editorial boards' or 'editorial consultative committee'; in some instances they are 'editorial advisory committees' with a small core membership which is termed the 'editorial board'. It will suffice to discuss them all together as Editorial Boards and to attempt to define their usefulness.

Quite apart from variations in nomenclature, these organs tend to be made up of different members. Obviously much depends on what an

editorial board is expected to do. For instance, an editorial board may consist of three or four persons residing in close proximity to each other and to the editor. Such a board can meet regularly to plan journal issues, to discuss and evaluate articles received and books to be reviewed. Other boards consist of a dozen or more persons whose eminence in their field suggests that they might have been chosen to give expert advice on the suitability and intrinsic value of articles submitted for publication, but in fact they may be rarely called upon to do anything at all. The main purpose of having their name on the list of board members is to serve as an advertisement for the journal. To neglect their usefulness as critics is, of course, the privilege of the editor; in the long run it is better to make use of them. In most instances they receive a free copy of the journal and ought to be willing to offer some assistance in return. It is extremely rare for such eminent board members to have any intention of getting deeply involved in editorial affairs.

There may be a case for large editorial boards if their members are used to identify authors in distant parts but such a role requires a good deal of close liaison between the editor's office and the members of the board. Obviously there must be some relationship between the size of an editorial board and the geographic area the journals attempt to cover. In the small European settings, where even a national journal of librarianship addresses itself to a professional population residing within a 2-6 hours train ride, the number of members on the board does not need to be large if the editor can easily contact colleagues directly, say by telephone. It is different in the sparsely populated huge countries of the new

world - Africa, America, Australia - where a national journal trying to deal with professional matters right across the country depends on reports and contacts through 'representatives' in the far flung centres of population. Though it may not be prescribed that the editorial board of an Australian or Canadian library journal should have representatives from each state or province, an editor or executive with foresight will try to ensure that besides quality, geographic distribution is a factor in the choice of board members.

Whatever its size and composition, the functions and role of an editorial board should be defined by the body responsible for the journal, be it a professional association or a commercial publisher. Such a definition is essential for the editor of the journal as much as for the 'owners'. Commercially sponsored journals tend to establish a contractual relationship between the owners and the editor and legally binding contracts should carefully define where editors' responsibilities and, by implication, their accountability begin and end. Associations, on the other hand, tend to be lax about such matters - usually too lax, so that when a dispute arises the consequences for the association may be rather grave.

It is simplistic to state that an editorial board should

- (1) control journal policy
- (2) support the editor
- (3) assist in the journal's management.

Unquestionably, every editorial board should do just that, but the how and when may become sources of serious irritation to all involved. For instance, it is practically impossible for an editorial board to supervise and control every editorial decision made by the editor - unless, of course, the board shares his office.

The question, surely, is whether the board should. There will always be interfering persons - but it is my firm view that either the editor is to be trusted or he or she is to be dismissed. At best, and most appropriately, an editorial board may meet once every two years with the editor to lay down or change the journal's policy. When a new editor arrives on the scene, such a meeting will be essential - but after that, editors must follow their own moral and professional conscience, and be allowed to do so unencumbered by fetters imposed by an association or the commercial owner.

It is always assumed not only that the editorial board has to be involved with the choice of the editor but also that the editor is an ex-officio member of the editorial board. Where that is not the case, the editor would do well to resign forthwith - unless a master-servant relationship appeals to the editor. It is one of the editorial board's duties to back up the editor wherever possible against criticism by the association or its individual members. This recommendation presupposes a harmonious collaboration between editor and editorial board - but it cannot be repeated and stressed often enough that such a presupposition is essential for the success of any professional journal.

This question strikes at the heart of professionalism as well as of human relationships in a society of free men and women. Without differences in opinions there can be no useful discourse; without discourse there can be no intellectual development or professional advancement. But unless there is also respect for the opinion of others, and an acknowledgement that different solutions may lead to

the same result, editorial work is impossible, and this applies to editors as much as to editorial boards. Differences of opinion between an editor and his editorial board will occur within all journals. None should be allowed to wreck a journal. Whether or not an editorial board can help with the management of a journal depends, quite naturally, on the nature of the board, the location of its members, the general office assistance available to the editor, and so forth. The most important assistance any board can offer lies in the solicitation of subscriptions, the procurement of contributions and the evaluation of copy. Some editorial boards are called 'advisory boards' and in many respects that may be a very apt title indeed since it describes a function which is well worth discussing briefly.

Emphasis has been placed repeatedly in the preceding chapters on the need for high professional standards but it has also been pointed out that the range of professional specialization is now so large that a single person cannot hope to be an expert in all fields of librarianship. If editorial or advisory board members possess special knowledge in fields where the editor is unsure, they might well be called upon to evaluate articles for publication. The importance of submitting contributions to an unbiased and knowledgeable referee has been stressed already in chapter 5. As a complement to that important process it is suggested that - in the absence of a well organized system of obtaining referee reports - editorial board members may well be used for this purpose.

A good example of how not to go about it occurred a few years ago. Two well known journals made use of the same article and each

printed what purported to be a comparative review of education for librarianship in two English speaking countries. Unfortunately the editor of neither journal took the precaution of consulting experts in the two countries involved - though such experts were on the editorial board of both journals. Result: the article was found to be misleading and wanting in accuracy - a sad reflection on the two journal editors.

As regards assistance with aspects of management, an editorial board may find this difficult unless its members are resident in close proximity to the editorial office. There are literally hundreds of small chores and large, where unpaid help could be of genuine benefit to a journal and its editor. It is not really possible to attempt prescriptions or even suggestions, but when we come to management issues below readers will probably be able to identify areas of work where voluntary and usually unskilled labour could be used to advantage.

However, the editorial board may well be a useful source for ideas on management problems. In some circumstances individual members of the board may be able through their own organization to provide some assistance to the journal's management operation. Quite obviously this is an area where much depends on the cooperation between individuals and institutions. Size of operation also makes a great deal of difference and reference might be made to the observations on the effect of size of operation on printing in chapter 6.

Almost unavoidably this examination has skirted around and skimmed over some basic issues in the administration of journals of librarianship. Much of what could have been stated here has been

said in earlier chapters, particularly with respect to editorial responsibility. Theoreticians of administration place much faith in written statements setting out in detail the responsibilities and duties of every incumbent in the chain of command. None can or would quarrel with that if librarianship journals employed or involved enough staff to make an administrative staff chart worth while. The facts of life in the editorial offices of even the larger journals on librarianship are that they rarely, very rarely indeed, include one single full time person. Theoreticians do not like to acknowledge this but those who have been involved tend to know better.

The only advice on administration which I would care to give to new or established editors is this: one person and one only can run a journal, any journal, including a journal on librarianship. Editorial Boards do not a journal make, but they can be mighty useful if kept in their place.

MANAGEMENT

A good deal of avuncular wisdom can, by contrast, be handed down concerning management practices for the running of journals on librarianship. The absence of a genuine profit motive makes it somewhat superfluous to deal with the management of a librarianship journal as if it were a national newspaper. (Come to think of it, how many librarianship journals can be found on news-stands at railway stations or in main streets? Not one, NOT ONE!) But don't let anyone be despondent on account of it - much can be said about rarity and quality.

Even the briefest glance at an editorial and publishing office of a librarianship journal will reveal that there are four principal control files which must be kept accurately and currently correct:

- (1) Subscriber's file - names, addresses and records of subscriptions paid
- (2) Contributor's file - names, addresses, articles or reviews received
- (3) Printer's file - record of production (size, cost, delivery dates) for every issue
- (4) Account books.

However, none of these files presents real problems of complexity and indeed they are not intrinsically different from the kinds of files libraries keep for their general library controls. For the sake of those who cannot visualize what is needed, a brief description of the four major files follows.

It is quite obvious that an editorial office distributing a journal must keep an accurate list of the addresses to which the journal is to be sent. It is advisable to use large cards - say 8" x 5" (20.5 x 12.5 cm) preferably of the edge-holed variety and so ruled that a number of data can be recorded as shown in the illustration on the next page.

The reference to 'Rate' is to indicate whether the subscriber is entitled to special subscription rates, e.g. Full - Special - Institutional - Student - Overseas. Further references to subscription rates will follow below. On the verso of this card there will be space for 'Remarks', or 'Notes' and there should be listed claims for non-delivery (with date of claim and action taken), other references to correspondence relating to the subscription, etc.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
NAME:													AGENT:														
ADDRESS:																											
SUBSCRIPTION RECORD:																											
													RATE		AZ		BZ		CZ		DZ		EZ		FZ		
VOL	Date Pd.	VOL		Date Pd.		VOL		Date Pd.		VOL		Date Pd.		VOL		Date Pd.											
31	29	27	25	23	21	19	17	15	13	11	9																
30	28	26	24	22	20	18	16	14	12	10																	

It may be worth noting here that in some cases a journal subscription may not be part of the membership fee but an association may offer to collect subscriptions nevertheless on behalf of the editorial office. In such a case the association would be the agent.

It has been suggested that the record cards be fitted with the edge holes for the simple reason that this is the most effective computer-independent method for the retrieval of the few subscriber related data which an editorial office may require. The edge holes may be clipped to allow sorting under the following heads: the alphabet; agency; location of subscriber; category of subscription; date (year) for which payment has been received. Obviously the number of holes should be sufficient to allow for several other categories of data to be retrieved.

It will not need spelling out that the subscription records file forms the basis for every mailing. Where a word-processor is available, the addresses can be put onto a disc or tape and rerun every time a new set of labels is required to send out an issue. Care has to be taken that changes in addresses and additions or deletions are embodied in the computerized record. Where a word processor cannot be used, it is perhaps best to have a typist prepare labels in the order of the subscription file and to photocopy those labels before they are fastened to the envelopes or wrappers containing the issue to be posted. Thus a record will be kept of addresses used for any particular mailing and new address labels can be typed from those lists. Granted that a word processor will do it all in a jiffy - if you have access to one.

It can be seen at once that this is the main file for the whole distribution process. It pays to have another file, consisting maybe of smaller cards and altogether more modest in dimensions, which allows for the simple control of the journal's contents. This file (maybe of the standard 5 x 12 cm card) might well have a colour code

built in so that a distinction can readily be made of the type of contribution to be recorded, e.g. white for articles, red for reviews, green for other matters. Other colours can be used for announcements, etc. Each card will contain the name of the author and of the title of the contribution together with the journal volume and issue where it has appeared. It may be helpful also to have yet another colour to control readily the review copies received and the copy of the review that has been sent to the publisher. A further coloured record should probably be kept of advertising contracts and arrangements.

Too much should not be made of this contributors' file, but in some offices it may be useful, and it will always serve as a basis for a cumulative index.

The records of printing and production should be kept in a ledger book which sets out clearly the volume number and issue sent to the printer - yes, even when the printer is a Gestettner Duplicator in the editor's own office! The records to be kept are absolutely essential and they begin, of course, with the number of the issue in question. There is to be a date column, a column for page numbers, a column indicating when proofs were received and returned, and when the completed job (after binding) was delivered. A column will record the price paid for the completed job, and another the date on which the journal issue was distributed.

Figure 3

Production Control								
Date to Printer	Vol & issue	No. of pages	Proofs received	Proofs returned	Complete job received	No. of copies	Cost of printing	Distrib- ution date

Filling in the production details does not take much time and it provides a ready opportunity to control the work of the printer and to keep an eye on costs at this point.

Legal requirements, common sense and the editor's responsibility towards the journal's sponsors make the maintenance of proper accounts records essential. It would however not help much if a detailed description of business accounts were included here. The needs of associations and of commercial publishers are partly circumscribed by the law of the land and are partly specific to each organization.

Some basics may nevertheless be usefully listed. Every payment received, be it for subscriptions, for single copies, for advertisements, must be recorded under income. All outgoings - postage, telephone, stationery, clerical help, printing costs, and whatever else makes up the cost of running the journal - must be recorded under a separate heading: expenditure. It will make life easier,

subsequently, if the two main columns for income and expenditure are respectively sub-divided.

Many associations and most commercial enterprises employ an auditor who will examine, at the end of the financial year, all accounts of the organization. Legend has it that auditors are fear inspiring people - werewolves who will devour those who have transgressed the rules of double-entry book keeping or who have ended the year with a deficit of \$1. This is, of course, only a legend and it is quite unkind to a professional group which merely endeavours to ascertain the facts. As to fears about deficits, let it be stated at once that it is 'unexplained' or 'unexplainable' deficits that cause trouble, not the variation from the profit line as such. Auditors are entitled to know how the journal is financed and where the money to run it comes from. Anyone who has kept the records described above should have no difficulty with any auditor. On the other hand, if there are problems, an auditor's advice on record keeping should be sought and heeded in subsequent years.

COST & PRICE

In examining various fundamental aspects of administration and management, it has been taken for granted that the production of a journal costs a certain amount of money and it has been assumed that the journal will be sold at a certain price. That the relationship between cost and price is of some significance will be admitted by all; the question is how to establish a relationship that meets everyone's desires. No organization other than a charitable trust can or will publish a journal and give it away. No person or

institution willingly pays more than they have to - taking into consideration that they want the journal at all. Associations, as well as commercial publishers, must recoup the cost of the journal, and they will want to be able to provide a cushion against rainy days.

It is not relevant, in these considerations, whether or not an association journal is distributed as part of the association's membership fee. Every association must calculate the cost of producing a journal quite separately from all other service or membership costs which it might decide to incur. This should be carefully noted by editors working for an association whose account books do not clearly distinguish between the various membership services offered. When an association produces more than one journal in whatever form - may be a cheap newsletter and a more pretentious quarterly, or a yearbook - each of these serial publications must be accounted for separately.

The cost of producing a journal consists of the following five broad elements:

- (1) Editorial office and preparation of copy
- (2) Printing and associated production matters,
e.g. binding or stapling
- (3) Dispatch
- (4) Accounts keeping
- (5) Sundries

It will be noted at once that no provision has been made for remuneration to the editor. Few associations 'employ' editors and if they do, the cost could be included under (1) or (5). Commercial publishers do, of course, remunerate their editors and this cost factor, together with that related to subordinate and auxiliary staff

might be better kept as a separate cost line. However, many associations are willing to, and in effect do, pay some honorarium to their editor or editors to compensate them a little for 'wear and tear', be it of their health, their motor cars, their telephone and postal expenses. The same applies, on a minor scale, to indexers.

Preparation of copy covers a multitude of small activities which include correspondence with contributors, proof reading and indexing, and general editorial work such as occasional retyping of a contribution, many of which might involve paid assistance. This is not likely to be a big item in the cost structure, but experience shows that it is helpful to make some financial provision for it, i.e. to count it in as a cost item. A well established and large journal will not want to be bothered with it, but will probably provide for these expenses under "Editorial office - Maintenance". Against this superior stance it might be argued that small journals are usually produced under conditions where such help comes from the institution where the editor is employed.

The biggest cost factor is, of course, printing and whatever goes with it. Comments made in the previous chapter should be read in conjunction with this endeavour to relate the subscription price to the cost of manufacture. As the cost of the total printing process will have to be divided by the number of copies printed, it is obvious that the bigger the print run, the lower the cost per copy.

Yet none should be led astray by this simplistic formula. First of all, it must, quite obviously, be taken in conjunction with the number of subscribers but there are good reasons for printing just a few more copies than there are firm orders. Some issues tend to go

astray in the post, others get lost in the subscriber's office, so that some requests for replacements are common. When a journal has been issued for a number of years, a pattern of demand for replacement copies will have developed so that it will be easy to estimate the numbers that should be printed to take care of this problem.

There are no hard and fast rules about the number of subscribers needed to make it possible for a journal to justify its existence. Among the several factors that influence this issue obviously none is more important than the relationship between production costs and subscription rate. In Europe 600-800 subscribers appear to suffice without forcing the price to unrealistic levels; in North America a somewhat larger number appears to be necessary. Most developing countries would find it difficult to muster 300-500 subscribers unless every library employee were to take out a subscription.

The question of numbers is more difficult to answer when a new journal is started. Some market research will be necessary to come to grips with this. In the case of association journals, it will be quite proper to assume that every member of the association will want to have a copy of the first issue which should contain a tear-out order form for subscriptions to future issues. However, apathy towards new ventures is always great and it would be wise to print and distribute two or three issues (each with a subscription-order form inside!) before the true size of the market can be ascertained.

In short, then, once the number of copies has been established, the print run should ensure that there are some spare sets after distribution but not too many. Perhaps it is also worth remembering that there is no shame attached to have to put up a 'sold-out'

notice; it does, after all, merely advertise the fact that the journal is in demand.

To come back to where we started: the price of the journal must naturally depend on the copies sold, not on the copies printed. So that if the cost of printing 350 copies of each issue amounts to \$700.00 the cost per issue is \$2.00. However, since only 300 copies are subscribed to, the price must be adjusted to recover \$700.00 from the sale of 300 copies, i.e. about \$2.30 per copy, or on a quarterly basis, the annual subscription would have to be \$9.20. To that price has to be added a portion of the other four cost elements set out above. These are not easily quantified in a small office where much of the work will be absorbed by the home institution. A rough guess would be that a third of the printing (and associated) costs should be added for management costs, bringing the subscription price in our sample to about \$12.00. The immediate questions are whether the market will bear that price and whether it is appropriate (i.e. high enough) for what the journal offers to subscribers.

The answer to the first question will soon be revealed when subscribers fall off and when rumours about the high price reach the sponsors or the editor. The second question will settle itself when inflation or attempts to improve the journal make a rise in subscription prices inevitable. In the long run, the production quality of a journal is related to the price subscribers are prepared to pay.

A point well worth considering is that commercially sponsored and association sponsored journals will have to come to terms with subscription agents. Many libraries for very good reasons place their orders for journals with such agents who, in turn, must charge

for their service. Such a charge will either be added on to the price of the journal or will be absorbed in the discount the journal publisher will offer to the the agent.

Some associations, taking a holier-than-thou stance, flatly refuse to consider discounts for agents. This attitude neither reflects common sense nor commercial realities. Either way the subscribers will have to bear costs above the bare subscription price: if they order directly from the association, the cost of procurement and of payment is borne by the subscriber; if they order through an agent, the latter will add a handling charge if the discount offered is inadequate to pay for the service, or the subscription price must be high enough to allow for an adequate discount to the agent. The effect on journal subscription prices might be about as follows:

	Net \$	30% Dis. \$	25% Dis. \$	20% Dis. \$
Cost per copy	9.00	9.00	9.00	9.00
Net price to direct subscribers (Institutions)	15.00	15.00	15.00	15.00
Price to agents		10.00	11.25	12.00
Price to Assoc. Members	12.00	13.00	13.00	13.00
Price to students	12.00	10.00	10.00	10.00

Obviously unless the discount to agents is as low as 20% or unless the basic (institutional) subscription is raised to, say, \$18.00, the journal has little chance of survival. A real change in the price structure can only be expected when subscriptions rise to over 2000 copies. Economies of

scale will then apply, but how many of our journals have reached that number? Only a few major association journals, and in particular those where the subscription is part of the membership fee.

ADVERTISING

It is generally believed that paid advertisements help substantially to pay the printing costs of a journal, and a glance at the daily newspapers and glossy magazines may enhance that faith. More careful analysis will reveal, however, that advertisers are willing to support only those media which have a wide circulation and which address themselves to the buying public. It will be legitimate to doubt whether many journals on librarianship fall into either of these categories of media.

Advertisers must gain some return from their expenditure. This is achieved in two ways: one, the obvious one, is that they increase the sale of their goods; the other, much less obvious and not universal, is that money spent on advertising is deductible from company tax payable on company profits in capitalist countries. Most companies, in planning their annual operating budgets, set aside a certain amount for advertising. They will spend that amount where it is most likely to bring results, i.e. increased sales.

However much editors and promoters may think of the impact their journal is having on society at large and the profession in particular, journals on librarianship are almost exclusively addressed to libraries and librarians whose staple diet is books. There is, of course, nothing wrong with that, but it does restrict advertising to that same fare: books and book related materials such as microforms

of books and journals, phonorecords, and the like. Those who manufacture these goods claim that the profit margin is too small to allow for extensive advertising and they prefer to rely on reviews and shop displays for the promotion of most titles. The veracity of these claims is difficult to test.

Notable exceptions are advertisements for computer equipment and for library supply services. In the case of computer equipment, the manufacturers' net profit on sales is reputedly large, but if one were to ask IBM about it, the answer will certainly be that there is a terrific loss in every library situation. In the case of library suppliers, the situation is different, to be sure. Indeed experienced librarians have often quite a good idea of how well or how poorly a library supplier is doing, financially, but are these facts relevant? Advertisements are priced according to the size of the page space hired, not according to the ability of the advertiser to pay.

If a librarianship journal is well produced (typographically) and has a fair distribution (500-1000 at least), there will always be publishers willing to buy some advertising space. How much they are willing to pay for it depends on several factors. As far as the journal is concerned, the cost of carrying advertisements has to be calculated in order to reach a profitable price for the effort. The cost of the printing and paper is not great. However, it should be borne in mind that display type setting for advertisements is not a skill readily available in all printing works. For this reason some journals ask that publishers, wishing to advertise, should supply photo-ready copy of their advertisements. This procedure is advan-

tageous to advertisers who (especially if they are publishers) will have ready access to a printing house, and reduces costs all round.

If then, the cost of carrying advertisements is modest, how is an editor to define a reasonable price? There is no satisfactory answer to that question except that what is reasonable is what the market will bear. There is ample precedent in the many scholarly and professional journals which carry advertisements and the best advice that can be given here is to follow the national pattern and to refrain from making one's own journal look too cheap.

Some planning is necessary, and a general policy on advertisements is desirable. An editor should set aside a limited number of pages for advertisements so that the journal's professional character is not destroyed. Advertisements may be scattered throughout the journal - as is the case with the *Library journal* - or they may be restricted to two or three pages at the beginning or the end of each issue. Some journals charge different prices for advertisements placed in preferred positions, e.g. the back or front cover of the issue, the front page, etc. Half and quarter pages should be available to advertisers but it is to be remembered that taking up a quarter of a page with an advertisement leaves some decision to be made about the remaining three quarters.

The editor, probably with the backing of the editorial board, must have the right to refuse acceptance of an advertisement the message of which is contrary to the journal's policy or to that of its owners. This right will enable the editor to reject advertisements that conflict with association policies as well as with general standards of morality, be it explicitly or implicitly.

PROMOTION

Finally it must be seen as a part of management to try and improve the sale of copies. Commercially sponsored journals on librarianship are of course totally dependent on regular subscriptions but, needless to stress, association sponsored journals can also do better with larger print runs. While there are several means of bringing the existence of a journal to the attention of the profession, none is as reliable and unobjectionable as a good reputation based on high quality. Something of the chicken-and-egg situation prevails: without enough income for subscriptions it is difficult to create a good journal.

Among the tried expedients to increase professional awareness of a journal are various means of advertising. Leaving aside any pressures, direct or indirect, that might be brought to bear on association members, 'forcing' them to subscribe to a journal produced for their own professional interest, a journal promoter or editor may choose to insert an appropriate advertisement in a related journal; this would normally have to be paid for. There is little evidence that such advertisements bring substantial increases in subscriptions, except in the case of new journals where there may well be some pay-off. It appears that to date nobody has bothered to investigate this statistically.

An alternative to paid advertisements is an organized exchange of advertisements between two or more journals. The procedure is a simple one: the editor of each journal draws up an announcement for his own medium which is printed in the other editor's journal. The

exchange is based on a size-equivalent, the advertisement is prepared as camera-ready copy - and except for the absence of an invoice, the value of the exercise is of course the same as set out in the preceding paragraph. However, when costs are negligible one tends to take a somewhat rosier view.

At any rate promoting a journal by advertisements in other journals is likely to be more successful if undertaken in a medium or geographic context different yet not unrelated to that of the advertiser. If the advertisement contains - as it must - a statement of the journal's policy and of the type of articles it is publishing, this may well arouse interest in other countries and in sections of the profession until now only marginally concerned with these fields. People's interests change - and one journal's gain may of course become another journal's loss. Fortunately there is a tendency to hang on to subscriptions once started, so that the object of promotional activities is to persuade dedicated readers of professional journals to subscribe to yet another one.

Another form of promotion is to ensure that the journal is displayed at conventions and meetings. This depends partly on whether the organizers have made provision for serials displays, but since most of them do, it is more a question of being aware of this facility. The display should, when possible, contain several good issues containing articles relevant to the meeting and editors or sponsors should have quite a number of copies available for free distribution. In addition there should be an advertising leaflet which contains, in an extended form, the information printed in the advertisements mentioned above, that is to say a clear statement of

the journal's objective, its policy, special characteristics and features if any; a list of the names associated with the journal: the editor or editors, the board of editors or of consultants; a statement on frequency, average size of issues, subscription rates and discounts to agents must also be provided. In order to attract contributions, a note on closing dates for copy and some hints on the presentation of copy might usefully be added. And don't forget to use coloured paper - no revolution was ever achieved by using white paper.

8. RECURRENT AND SPECIAL FEATURES

It is not uncommon to find in professional journals certain recurrent categories of contributions. The categories may include announcements of forthcoming meetings, reports on meetings, job advertisements above a certain level of professional responsibility, appointments to senior staff positions, book reviews, statistical data etc. Besides such recurrent themes we may find in some journals a penchant for specialized contributions on professional issues or practices too long to be treated as an article and therefore published as a supplement either in the same size as the journal or - and more and more frequently - in microfiche. Some of these features need close examination because, while they appear to be attractive to editors, relieving the burden of choice to some extent, they seem at first sight to be a particular draw card for subscribers who can predict what they are buying. Or do they?

Bearing in mind that economic considerations tend to limit the size of a journal there is, in fact, one particular aspect of repetitive features which strongly militates against having them at all. Such features, however innovative and attractive they be the first time, and however interesting the second time (for comparative purposes) and even though possibly still read the nth time they appear - they do inevitably reduce the variety of fare the editor can place before his readership. In consequence the journal has less of a chance to publish contributions that bring new light to bear on professional issues. The whole journal becomes more specialist in

character the more repetitive features it contains and this will in turn reduce the readership and lose subscriptions.

PERSONAL AND PROFESSIONAL ANNOUNCEMENTS

Some of the specialist categories listed at the beginning need little justification. Association sponsored journals - as has already been mentioned - may insist on the listing of appointments and retirements, of senior staff vacancies and the like. These matters should be dealt with unobtrusively, perhaps set in a small type fount and relegated to a special corner in each issue - always the same corner: front or end. The same treatment should be given to announcements of forthcoming meetings unless they be either of particular relevance to the readership or are paid for like an advertisement. For instance, an ABACUS meeting to be held three or six months hence, would be of considerable interest and importance to all cataloguers and it would seem very desirable to produce a note of some substance drawing attention to it, to the matters to be discussed, and so forth. Editors must use discrimination and common sense, obviously, in deciding which announcements to include in the column for routine meetings and to which to draw closer attention in the body of the journal.

It would, indeed, be worth considering having a back page wholly dedicated to announcement. This would make it easier, typographically, to arrange this class of reporting and to divide the relevant page by appropriate sub-headings: Forthcoming meetings - Staff changes - Association announcements - etc. Two points need watching. One is that it is useless announcing as forthcoming meetings events that have already taken place; the other is that journal

policy must be carefully adhered to and announcements submitted by contributors or organizers must be carefully examined to ensure they do not infringe association or journal policies.

With regard to the timing of announcements of future events it is wise to set a time by which they must be received if they are to be included. This is of course of little significance for annual or half yearly publications. Quarterly journals, and monthly publications - be they journals proper or merely newsletters - must however clearly state a date by which contributions including announcements have to be received for inclusion in the next issue.

STATISTICS & BIBLIOGRAPHIES

Of the other possible features listed at the beginning of this chapter three deserve further attention here. The first of these is the publication of special information related to the profession, e.g. statistical or bibliographic data. The ALA's *College & research libraries* used to contain for many years statistics of library services as part of its annual volume and it carries, at present, very useful statistical data on book prices on a regular basis. The statistics of library services were subsequently issued as independent supplements, a solution to a typographical problem which has also been used by AARL since 1973. The printing and publishing of statistical data usually present some problems in lay-out and invariably demands tables of various sizes. It is much easier to set these out in an appendix or supplement instead of including them in the body of the journal. However, watch for size and see below for comment on that point.

BOOK REVIEWS

Some journals cater for bibliographic data of various types. While there is no particular typographical problem in their presentation, lists such 'Books received for review' or 'Books and articles on librarianship, ¹⁹...' are probably better relegated towards the end of the journal issue in which they are to appear on an annual (or more frequent) basis.

Closely linked with the last mentioned features are book reviews in general. Again one must look at the purpose of the journal and its policies before a decision on this special feature can be made. First it must be observed that some journals do not review books at all. There are some good reasons for not carrying book reviews, e.g. they tend to occupy space that would be better devoted to other contributions likely to enhance professional awareness and development; there are enough book reviewing journals already (whose arguments in support of reviews will be set out below); once book reviewing is undertaken, there is a flood of titles to be reviewed, for which reviewers have to be found, from which titles for review have to be selected - dozens of good and some poor reasons can be advanced to support the stance that reviews are not to be carried.

Against this view it can be argued that the volume of the professional literature is now so large that our colleagues, and particularly younger ones, will be helped considerably by the judicious evaluation of some of that literature. There is no guarantee, of course, that our own journal will be sent the best or even the most relevant books for review, but once a journal is known

to publish thoughtful examinations of the current professional literature, publishers are quite willing to send review copies to the editor.

Furthermore, there is a didactic value in book reviews, especially if reviewers take care to assess the relevance of the book to the theories and practices of librarianship in their own country, type of library or professional specialization.

These considerations apart, book reviewing is an art and requires skills. There are few good book reviewers and editors have to be careful in selecting suitable persons for this important task. Reviewers on their part should be willing to write the review by the date requested, should not exceed the number of words allocated to them, and should refrain from including many quotations from the book under consideration. It is assumed, also, that they will be objective in their judgement and do not set out to find fault.

When a journal reaches a certain stage of development and attracts many books for review, it may be useful to add a 'Bookreview Editor' to the editorial office. Such a person need not be a full time assistant and need not be working in the same building as the editor. Nor is it required that the bookreview editor do all the reviewing of all books received for that purpose. He or she may well like to do some of it, but the main purpose of this office is to take care of the task of finding suitable reviewers to whom books can be sent in expectation that reviews will be received promptly.

There are many different approaches to book reviewing but the literature on the topic is not very extensive. Two articles in the journal *Scholarly publishing*, one by J.O. Hoge and J.L.W. West,²³ the

other by B.D. McPhail²⁴ may be read to advantage by editors and reviewers.

As a last bit of advice about book reviewing: editors should ensure that the books accepted for review are appropriate to the objectives and policies of their journal. This may seem obvious - but the temptation is all too often present to discuss books which have little bearing on the subject matter to which the journal is dedicated. Some publishers are particularly indiscriminating regarding the media to which they send their wares - though the real fault may lie with the clerks who are told to distribute one hundred copies to reviewing journals and do so at random. A brief note to the supplier explaining the journal's interest fields may well be appreciated by the publisher's director. An offer to return unwanted material may even be made the first time round, but repeated failure to appreciate what the editor would see as appropriate for review should be treated with silence - and the books incorporated in some library.

REPORTS OF MEETINGS

Quite obviously not every librarian can attend every meeting. If the topic central to a meeting is relevant to the profession, a report on such meetings is often welcome and especially by those who could not attend. The editor should be well aware of what meetings of interest are being held and should make arrangements in advance to have a report written up for early publication. Many editors find it possible to attend major meetings themselves, but alternatively they may delegate the report to somebody else.

There can be no prescription on how such reports should be structured but reporters should bear in mind that they were privileged to be present and that their account should be full enough to make it possible for those who could not attend to understand the matters discussed and to appreciate the resolutions, recommendations or other results reached - including marked divisions of opinions.

If more than one meeting is to be reported in the same issue of a journal, it is advantageous to the reader to have all such reports printed closely together.

SPECIAL ISSUES AND SUPPLEMENTS

Many editors are tempted to try their hand at what might be called 'a little book production'. They are approached or come to know of an interesting manuscript too long for inclusion as an article and while there is the option of breaking it up into two parts for inclusion in two issues of the journal - not really a very good solution for anything but fiction - the possibility of either filling one whole issue with this one contribution or of making it into a supplement may well appear to be a practical solution.

Unfortunately, on closer examination, there are far too many problems in this proposition to recommend it. Some of these problems may be obvious, e.g. that the contribution must be suitable to the purpose and that it must fall clearly and unambiguously within the scope and policy of the journal. Let us assume, for instance, that the journal is concerned with library services for scientific and technical research institutions and that the topic of the proposed supplement is interlibrary loans. None will doubt the relevance of

the supplement to the journal's objectives. One may ask, however, why the supplement, which actually constitutes a report of a wide ranging survey, should not be published as a monograph. The supporters of the supplement idea will argue that it will be easier to distribute that important report to a wide range of members, and more cheaply (since the distribution cost will be borne by the journal!); that the report will form part of the journal and will eventually be bound in with it (or will it?) while if issued as a monograph (and a slim one at that) it will get lost in the bookstacks (did somebody say that more such books should get lost anyway?); that the physical production will be so much easier if the report can be laid out and printed in the same style as the journal, etc., etc.

Impressive as such arguments may appear, editors should think carefully about the implications. Let it be remembered, first of all, that a book is a book; monographs do not, as a rule, get lost in libraries and references to them can be retrieved through well trodden paths. 'Monographs in series' are a different proposition from the odd supplement to a journal, and if the ambitious journal editor intends to issue many such supplements it might be better by far to programme a series of them.

The suggestion that the distribution of the report will be easier (better?) if linked with the journal and that it will be cheaper (for whom?) is very much open to question. As for distribution, the report will of course reach all subscribers to the journal, but that, surely, is not the universe of potential professional readers. Even in affluent professional societies, a journal editor is doing exceptionally well if 30% of the membership are subscribers, leaving a

large group of members without the document considered so vitally important. It will be argued that those non-scribers might or should place separate orders for the supplement - well what is different in this form of ordering a monograph in the first place? And as for distribution costs, it should be remembered that the distribution budget of a journal tends to be severely strained at the best of times. The additional burden of posting an extra heavy issue may easily break it.

The last comment worth making on this question is that the layout and typographic design suitable for a journal is not necessarily suitable for a monograph. Anyone in any doubt about that should look at the monographs produced by the Library quarterly. The journal's two column layout is fine and proper. The annual monographs containing the convention papers are ugly books -which does not reflect upon the high intellectual value of their contents.

If readers have gained the impression that monograph supplements are not looked upon with favour - why, they are absolutely right. And here speaks one who has tried it.

9. BIBLIOGRAPHIC CONTROL AND COPYRIGHT

Librarians, rumour has it, are dedicated to the notion of retrieval. Show them a word and they run off in all directions to identify its origins and to assign it to context. In the bad old days, this often led to an enormous amount of time being spent on finding out who said what and when and to whom, but librarians worth their salt would always come up with the right answer - be it by using Poole or one of the H.W. Wilson indexes or an LA index. Now that times are alleged to be better, mechanical devices are employed who do half the job in half the time, and often come up with no usable answer at all. This is what bibliographic control is about and if everyone who writes a word borrowed from another author would immediately and correctly quote the source, librarians would have more time to read books themselves.

Editors of librarianship journals should, of course, set a model for all that bibliographic control stands for - and some of them do. Consequently they obtain and display on the front cover of every issue of their journal the International Standard Serial Number (ISSN) which they obtain from the national library of their country. The ISSN should of course also be quoted on the back of the title page of the annual volume. It should be observed, however, that a change in title - if necessary and after due consideration of the implications referred to in chapter 4 above - will require a change in the ISSN.

BIBLIOGRAPHIC STRIP

Important as the ISSN is for the unique identification of a journal, at least equally important is the need to identify contributions to the journal by individual authors. This is not the place to discuss the intricate and varied practices of bibliographic citation. Such problems as there may be in this aspect of information transfer have already been addressed earlier (chapter 5) and attention has been drawn in that context to the appropriate International Standard (ISO 214-1976(E)).

Closely linked with that standard is the ISO recommendation R30 that every journal article should bear a very brief and formal summary of bibliographic reference data which may serve as a model for the citation of the article. This summary is called a 'bibliographic strip'.⁽²⁵⁾ It is recommended that a bibliographic strip consist of the following elements:

- abbreviated title of the journal
- volume and issue number
- pagination of the article
- place of publication
- date of publication.

This is quite a complex and full identifier, but it is stressed that it is not, as yet, an International Standard, accepted by ISO and the national standards organizations. A fictitious example, incorporating most of the above elements would look like this:

Figure 4

J. of Doc.	vol.20	no.3	pp. 105-130	London April 1960
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It should be noted also that the shortened title used for the journal in question should conform with ISO Recommendation R4: *International code for the abbreviation of titles of periodicals* (N.B.: again, a recommendation, not yet an accepted International standard!)

The bibliographic strip is a useful device and many of the large and well established journals include it at the head or at the foot of the first page of an article, as illustrated on the following page.

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THE RISE AND PAUSE OF THE U.S. FREEDOM OF INFORMATION ACT

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Abstract—Enacted over 15 years ago, the Freedom of Information Act is largely the creation of Congress. In general, the executive branch has not been favorably disposed to the statute and various agencies, from time to time, have sought relief from its requirements. Although some consideration has been given to applying the Act to Congress, a variety of constitutional, administrative, and political obstacles militate against this development. There appears to be far more interest in perfecting the F.O.I. Act as it applies to the Federal departments and agencies than there is in adapting it to embrace the legislature. Current bills to revise the statute, however, largely seek to limit its disclosure provisions. Some modifications have been realized during the past two years through indirect amendment devices. One of these, a new presidential order prescribing broadened policy and procedures for creating official secrets, seemingly will permit more government records to be classified and, thereby, become exempt from disclosure under the F.O.I. Act. There are other restrictive amendments, some of which were considered during the past legislative sitting, which seem likely to reappear in some form during the 98th Congress.

The Growth of Interlibrary Loan Among ARL University Libraries

by Thomas J. Waldhart

The ability of large university libraries to continue to respond to demands for interlibrary loan services depends, in part, on the rate at which that demand grows.

This study analyzes the interlibrary loan activities of ARL university libraries between 1974-75 and 1982-83.

In recent years, some directors of large university libraries have expressed concerns regarding the ability of their libraries to continue to provide their local patrons with interlibrary loan services, while at the same time serving the nation's libraries as a primary source of interlibrary loan materials at little or no cost to the borrowing institutions.¹ This concern is especially prevalent among those libraries which loan substantially more than they borrow, and where only a fraction of the cost of providing interlibrary loan services are recovered through fees of one sort or another. In such circumstances, a rapid increase in the demand for interlibrary loan services, either borrowing or lending, has the direct effect of increasing the level of resources which the library must commit to that activity. Some university libraries, particularly those in the private sector, have responded to these pressures by introducing fees for interlibrary loan which are designed to reduce demand and to recover the full cost of the services provided. Most university librarians, however, have attempted to moderate demand by introducing more limited fees that recover only a part of the cost of the service. Typically, these partial fees are associated with the provision of photocopies, while fees for lending originals (e.g., monographs) are less common.

While many in the profession feel that the volume of interlibrary loan is increasing rapidly, clear and direct evi-

dence to support this conclusion is lacking. Nevertheless, there is some indirect evidence that interlibrary loan activities have grown rapidly in recent years. Because of budgetary limitations and the increasing cost of library materials, for example, many university libraries have reduced their acquisition of monographic publications, and many have instituted active serial deselection programs. ARL Statistics for 1981-82 indicated that the gross volumes added to ARL university libraries between 1976 and 1982 had declined an average of 2.7 percent per year.² The reduced availability of local resources suggests that these libraries may need to rely more heavily on resource sharing as a means of satisfying the needs of their patrons. In 1980, the American Library Association adopted a liberalized interlibrary loan code making library materials, and interlibrary loan services, more accessible to users.³ The development of online interlibrary loan systems has improved the ability of libraries to locate needed materials in other institutions, reduced the response time needed to retrieve such materials, increased the rate of success of interlibrary loan and reduced the amount of personnel time required to support interlibrary loan activities.⁴ All of these improvements in the quality of interlibrary loan services tend to make them a more appealing means for meeting user needs, and would seem to encourage the increased use of interlibrary loan as a method of document

A Review and Application of Citation Analysis Methodology to Reading Research Journal Literature

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This article reviews citation analysis literature and explores the use of citation analysis as a method for identifying highly cited core journals and indicating the disciplinary structure and interrelations of journals reporting reading research. Citation data from the 1980 Journal Citation Reports were used to generate a journal size-independent Reading Research Impact Factor as a criterion for selecting high impact journals. References from seven citing journals were used to produce a set of 82 candidate core list journals. After four iterations, a final diverse set of 27 highly cited journals emerged including publications from reading, education, educational psychology, educational research, language, cognitive psychology, general psychology, developmental and child psychology, and experimental psychology. Six journals from the area of communication were added to complete the list. Analysis of the 10-year temporal distribution of recent citations from 25 of the highly cited journals pinpointed the immediate effect of reading research as being on the borderline between hard and soft sciences with such research exhibiting a strong flavor from cognate areas of psychology. Problems and limitations related to citation analyses are discussed.

Introduction

The area of reading, including topics related to the pedagogy of reading and studies of the reading process, has been researched perhaps more than any other area of education. Since 1925 an annual summary of investigations related to reading has been compiled and the current output of research is averaging around 800 studies per year [1]. The International Reading Association has assumed responsibility for publishing the annual summary since 1962. The rather complete, indexed, and annually up-

dated microfiche collection of the published research which has appeared in the annual summary dating back to the late 1800s, now contains approximately 12,000 items [2].

Within the last two decades the study of reading has begun to emerge as a distinct, interdisciplinary, scholarly research activity. However, in spite of the plethora of research literature and the expanding interest in reading as a researchable area, only recently have researchers been attracted to investigations of the bibliometric characteristics of the published literature and the sociology of information and knowledge production and utilization in the field of reading research (the sciences of science). Although reading research is often quoted as now being highly "interdisciplinary," and a perusal of articles and journals contained in any recent annual summary of research will bear this out, little research has been conducted to provide data which illustrate the overall dimensions of the disciplinary network which actively pursues research on reading.

In studies in many other disciplines research has been reported which attempts to identify core journals in a field. Core journals can be defined as "that central set of journals which most clearly reflects the conceptual essence of the research being reported in the discipline." A core listing could identify highly cited journals which are directly related to reading and could also suggest those with close citation linkages from cognate specialty areas, thus providing a picture of the cross-disciplinary involvement of the field.

The concept of disciplinary core literature is highly visible in empirical studies of the structure of knowledge and the sociology of knowledge production and utilization. Core rankings are usually found to conform to some form of the Bradford distribution. Bradford [3] first observed and explicitly stated the pattern of monotonically concentration and dispersion which typifies the journal literature collections of most disciplines. Studies in education and

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If it serves no other purpose, at least it facilitates the citation of an article and its "postal address", so to say, when authors distribute it as an off-print.

The RTELJ supports in principle all International Standards accepted by the ISO and its constituent national organizations, but as far as ISO Recommendations are concerned, the RTELJ will restrain itself to comment on their usefulness and urge those involved to try them out and pass on any findings to the ISO TC 46. In this context it may be appropriate to say that the bibliographic strip could to advantage be simplified, and that this might be a small project for the RTELJ executive to consider.

ABSTRACTS

It is claimed in many quarters that the growth of published information makes it increasingly difficult for scholars to keep abreast of the literature, even in their own field of specialization but more so, of course, in adjoining areas of research. This claim may be difficult to sustain as a generalized description of scholarly activity but there is an obverse to the assertion in that if there are readily available reliable descriptors of the subject matter of articles, scholars need not waste time reading contributions which are unlikely to be relevant to their field of interest. The simple way to achieve this is to print a brief summary at the head of the article, or to have such an *abstract* appear on a separate page set close to the contents list of a journal issue. Such a summary is commonly known as an *abstract*.

Again, the *ISO standards handbook 1* provides guidance and useful examples of what is involved. ⁽²⁶⁾ In particular, the ISO 214-1976(E) draws attention to the specific character of an abstract and warns against confusion between it and the terms annotation, extract and summary. The International Standard defines an abstract as

'an abbreviated, accurate representation of the contents of a document, without added interpretation or criticism and without distinction as to who wrote the abstract.'

The last few words of this definition raise a very specific problem: who indeed is to prepare an abstract, and what are to be its limitations, if any? The question of length is addressed elsewhere in the International Standard, and here it must suffice that an abstract of 100 words ought to be sufficient for most papers in a journal.

Experience indicates that abstract writing is almost an art in itself and few authors manage to do it well. However, the author is - unsurprisingly - best fitted to compile such an 'abbreviated accurate representation' and unless the journal editor has time to spare, it may be a Solomonic compromise to have the author attempt it and the editor revise it before publication.

In particular the abstract must be a self contained and unambiguous statement if it is to serve its real purpose, i.e. to alert readers to what is likely to be of relevance to them.

As already suggested, the abstract - which ought to be set in a relatively smaller typefont than the main body of the text - might be placed immediately above the article to which it refers. With a

little ingenuity the bibliographic strip and the abstract would then form a typographic unit offering bibliographic and contents identification in one place.

Some journal editors prefer to bring together on a separate page and in close proximity to the contents list of each issue, all abstracts for all articles in the issue. There is merit in this arrangement in that the reader can find out at a glance what every article is about. There are many variations on this theme and editors may want to experiment with typography and layout always bearing in mind that the reader's convenience should be the prime objective.

SECONDARY ABSTRACTING AND INDEXING SERVICES

Editors of librarianship journals will not need to be told about the importance of such well known retrieval media as *Library and information science abstracts (LISA)*, *Library literature* and the several other abstracting and indexing services that cover our professional interests. It is strongly recommended that editors make efforts to have their journal included in these international secondary services. To gain admission to this club is not always easy and much depends on the quality of the journal.

It may be wise, for a start, to ensure inclusion in the national indexing media. In Canada, the *Canadian education index* and the *Canadian periodical index*, in Australia, the *Australian education index* and *Australian public affairs information services* are good examples of national service anxious to ensure that the broad range of the nation's bibliographic output is captured and listed.

In developing countries there tend to be difficulties in producing national indexes to the country's periodical literature, and governments are inclined to support indexes and serials on science and technology before providing assistance for the indexing of other intellectual fields. However, editors of librarianship journals should unhesitatingly try to join the sci-tech bandwagon for the simple reason that the contents of their journals deal with an essential aspect in sci-tech development; the means and processes of information transfer.

Those journals which are already geared to producing abstracts will find that the secondary abstracting and indexing services gladly avail themselves of the text provided. There is also less danger of an abstract failing to represent the gist of an article.

COPYRIGHT

As a journal and its contents become more widely known, requests for copies of articles will also become more frequent. This may lead to requests for permission to make several copies of an article for class-room use, or for permission to reprint an article in another journal or in a book. There are no firm rules about who should hold the copyright in a journal.

Commercially produced journals tend to ask contributors to assign copyright to the journal. That presents no difficulties and is, indeed, a neat and tidy way of ensuring that an author's contribution is protected. A bona fide scholar may of course copy a portion of any journal for his own use, but some commercial journals are reluctant to permit quantity copying for class-room use and demand a fee - usually a very moderate one. Association owned journals tend to be more lax in the treatment of requests for copying and some even vest copyright in the authors of signed articles. In that case, permission to copy must be obtained directly from the author. This is cumbersome and can be a real problem when an author has changed his address since writing the article in question.

It would seem that in the absence of a statement to the contrary, copyright in a journal and its contents rests with the owner and that normally the editor is held to be responsible in ensuring that copyright is respected. Copyright is a privilege vested in a national statute and the relevant acts vary from one country to another. There is, however, a good deal of common ground in the various copyright acts in force in the English speaking world.

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AN AUSTRALIAN EXAMPLE

In presenting the following notes on how a particular journal grew from being just a newsletter to an unpretentious but respectable journal, it is intended to offer an object lesson to those whose ambitions are thwarted by lack of funds as well as by the absence of high technology. *The News Sheet* of the University & College Libraries Section of the Library Association of Australia was founded in 1960 to enable members to write freely about their professional concerns when the Association's official organ, the *Australian library journal* was unwilling to give enough space to the demands of the most vocal section of the profession.

From the first issue to the last but two (in 1969) it had the same simple masthead, which was printed in a faintly coloured background, easily identified and very cheap to produce. A good typist on the editor's library staff set up the text from copy received either in hand-written or roughly typed form and a cheap photo-offset printer produced a thousand copies; each issue was side stapled in the library Bindery, after having been machine collated immediately after printing. Distribution to all members of the Section was arranged in bulk to libraries where members of the UCLS worked; only a very small percentage of copies were sent out to individuals by post.

None would claim that the *UCLS news sheet* was an aesthetically pleasing or typographically excellent journal, but it became an important medium for a large and influential professional group. Over the years the contents improved and articles and book reviews

slowly replaced the "hatched, matched & dispatched" notes, the promotions list and other personnel details.

The UCLS news sheet offered one particular feature which no other Australian journal for librarianship has matched. It published annual statistics for university libraries. The typing and printing of these was complex and caused the editor much anxiety, but they were a unique service to the community and attracted favourable attention from the government authority concerned with university and college funding. Free copies were also sent overseas and enabled our North American and British colleagues to get some idea of the standing of academic librarianship in Australia.

In an earnest endeavour to up-grade the *News sheet* so that it might compete with other journals and present a better image of Australian university librarianship, it was decided to have it properly printed, clad in a decent cover, saddle stitched and indexed. At the same time members of the University & College Libraries Section were persuaded that if they wanted a better type of journal they would have to subscribe to it. At a memorable general meeting of the Section the proposal was adopted, together with the notion of subscriptions.

Enquiries from printers made it quite clear that the financial resources likely to be available through subscriptions would not enable the editor to sign a contract for its production. It was therefore decided to produce the new journal *Australian academic and research libraries* through subcontracting. An IBM operator was found to do the type setting; proof reading was done by the editor and his friends; a small printery was found to run off 500 copies and a small

bookbinder was engaged to do the saddle stitching. From the binder the copies were taken back to the library and wrapped up in addressed covers by volunteers (members of the library staff).

To have all this work done by a printing firm would have cost twice as much. Only after a few years, and after the number of subscribers had risen to over 700 was it possible to sign a contract with a printing firm for the whole production process of *AARL*.

Again, the point of telling all of this dismal history of one journal's endeavour to become established is merely to show what savings can be made, what steps can be taken to simplify production. Of course, something has to give: in the case of *AARL* the editor's time and effort was not counted in the production costs. When this involvement became too heavy, the first reaction was to call on friends to share that burden. Eventually even friends want to or have to opt out. None wants to lose friends over such involvements.

The following facimiles of pages from the *UCLS news sheet* and from *AARL* show the gradual development of the present journal. The page from the *UCLS news sheet* was produced in Melbourne because the editor had by then changed his job. This cover title of *Australian academic & research libraries* vol.1, no.2 remained in use until the end of volume 10. In 1980, in response to public demand, the journal was redesigned with a new cover title as shown in issue vol.13, no.4. Each annual volume is indexed, and a copy of the contents pages is added for good measure. A quinquennial index is also issued.

Library Association of Australia
University & College Libraries Section

NEWS SHEET

Vol. VII No. 1

March 1966

Eds. Editor: D.H. BORCHARDT (V LU)

The Clock has been adjusted

In the last issue of the NEWS SHEET attention was drawn to a unsatisfactory proposal by the Council of the University of Papua and New Guinea to employ a university librarian at a sub-professional salary. While the NEWS SHEET as such lays no claim to have exerted influence upon the Council of the University, it is pleased to learn that the appointee has now been offered full professorial salary.

It is with great pleasure that we welcome GEORGE BUICK, B.A., A.M., A.L.A., to the rank of University Chief Librarian and wish him the best of luck and good health and the necessary spiritual fortitude for his task as the first librarian of the University of Papua and New Guinea.

§ § § § § § § §

Look who is talking

Having been accused, belaboured, often well-nigh kicked in the shins for not treating books as working tools, for looking upon them as all-too-valuable assets the preservation of which is the prime duty of librarians, we are now sublimated to the strange charge of having been careless with treasures in our care. Vide UNESCO Chronicle volume II, no. 11, where we read the following amazing note: "Librarians have gradually come to recognize that the books in their care are not merely working tools but may also have intrinsic value. This has led to the creation in libraries of sections for 'rare and precious books'. ... Obviously we can't please everybody everywhere all the time, but we suggest that those who wish to make statements on libraries and librarianship, try to get hold of the facts of history before rushing into print.

(Asinus Buridanus)

AUSTRALIAN ACADEMIC AND RESEARCH LIBRARIES



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AARL

Australian government publications in Australian university libraries

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ABSTRACT

This article, based on a questionnaire answered by all 19 university libraries in Australia, reviews how they handle Australian official publications. Details are given on staff resources available for managing official publications, the responsibilities of staff and the methods used to make official publications accessible to users and staff. The commentary raises matters of general principle and interest and questions whether enough is being done to make clear the part played by official publications as a major resource in the Australian university libraries.

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Government publications present a number of problems, some of them simultaneously, which is possibly the reason why librarians tend to avoid them, or at least to approach them gingerly. Whilst it is common enough to regard government publications as a distinct class of library material, it is far from the case that there is any agreement on how libraries should handle them. There exist so many variations in practice and policy between libraries that no one would be easily persuaded that uniformity is essential. We all recall Chairman Mao's advocacy of diversity: "Let a hundred flowers bloom. Let a hundred schools of thought contend." If it is not possible or necessary to be prescriptive on the ways libraries "should" handle official publications, it is important to define standards for aspects on which agreement might be expected: that is, on professional competence and understanding. Such issues are the very *raison d'être* of the library profession. They involve ethical intangibles contained in the word responsibility. The present survey of how Australian university libraries treat the official publications of their own country is not intended to lead into philosophical complexities, but some acknowledgment must be made to their relevance. The consideration of the underlying theoretical and philosophical issues deserves separate treatment, going beyond the framework of the present article. That such a consideration is necessary seems a point well worth emphasizing, because there is danger that too much concentration on descriptive material of the type: how we do it in Melbourne, Australia (or anywhere else), might lead to a degree of barrenness or irrelevance.

The present survey was restricted to Australian official publications since they are of greatest continuing importance to the research and information functions of Australian university libraries. These libraries collect a wide variety of government publications from outside Australia; the official publications of the various international and intergovernmental agencies are likewise well represented. In reality, however, Australian librarians in general have little knowledge of the actual extent of the collections of official publications in the major library systems (State and university libraries). Only the National Library of Australia has been active in surveying and assessing its resources on an extended and systematic basis. It is now generally possible to determine salient facts about its collections

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